

# Creative Consulting Design Group, Inc.



## Summary

Jeff Murray, owner of Creative Consulting Design Group, Inc., uses PrintingForLess.com (PFL) to sell printing services to his customers. PFL helps Jeff save time, money, stress, and the environment.

## Problem

Jeff submitted an order for a 3,250 custom-print marketing piece to PFL for his client. After reviewing the piece, his Big Horn team realized there were errors: the photos were low resolution and the border spacing was not precise.

## Solution

Jeff's client had done the design to save money, but the resulting errors could have been costly. The Big Horn Team fixed the borders and had Jeff's client resubmit the correct photos.

"You couldn't see this error in the proof, but it would have appeared in the end product," says Jeff. "My client was very thankful. He never would have noticed the error before seeing the final product."

"PFL beat everybody's bid and then some on this project, and working with them was incredible," says Jeff. "Other printers would have charged fees for each additional change and proof, but not PFL."

On a different print job, PFL helped Jeff save his client money.

PFL offered two options for mailing a marketing piece: first class and a less expensive bulk mail alternative. Jeff's Big Horn team member let him know that bulk provided the same service as first class, but just took a couple of days longer.

## Results

With this knowledge, Jeff was able to save his client \$330 in postage. His client then used the money to upgrade their printing with a matte finish.

"I'm going to use this experience as an example to my other clients," says Jeff. "A piece may cost more to print, but by using PFL, you'll get a better quality product and know it's done properly."

"PrintingForLess guarantees their product. That's rare in the printing industry," says Jeff.

Jeff also uses PFL's environmentally friendly, employee-centric work practices to sell printing services.

"What PFL offers their employees keeps them happy, which comes through in their work," says Jeff. "I promote these things to my clients because it makes them think twice about what they're doing:

- What kind of work life do they have?
- How are they being environmentally conscious?
- How are they making people happy?"

"You can rely on PFL," says Jeff. "You know their customer service team is there for you."

*"PrintingForLess guarantees their product. That's rare in the printing industry."*



Jeff Murray,  
Artist Threads, Inc.,  
Creative Consulting  
Design Group, Inc.

## About PrintingForLess.com

PrintingForLess.com (PFL) is the first and leading online commercial printing company in the United States. Located in southwest Montana, PrintingForLess.com provides unmatched technical and customer support and instant online pricing and ordering for full-color printed pieces.

For additional information on reselling affordable marketing materials including business cards, brochures, postcards, newsletters, letterhead, and more, visit [www.pflpro.com](http://www.pflpro.com) or call **800-930-3938**.



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# IpromoteU



## Summary

Jerry West, a promotional products distributor with IpromoteU, uses PrintingForLess.com (PFL) to increase revenue. By selling high-quality print services to his clients, Jerry made a 30% margin and increased his customer base for additional, unexpected profits.

## Problem

Because of the extra costs and hassles of working with his local printer, Jerry could never afford to provide printing services to his customers.

## Solution

Jerry turned to PFL for high-quality, customized printing services at a reasonable cost. He was able to quickly and easily provide his customers with letterhead, business cards, envelopes, catalogs, brochures, and other printed materials.

This allowed him to:

- Make a 30% margin
- Impress his customers with quality, ease and speed of delivery
- Sell additional marketing pieces to increase profits

“Instead of having to track someone down at a local printer every time I needed to speak to someone about my printing needs, one of my PFL team members was always there to answer my questions and deal with any issues immediately,” states Jerry.

## Results: PFL Helps Jerry Increase Profits

While processing a print job, Jerry realized that his client missed an error on their envelopes, and the marketing materials were being mailed to the wrong address. As soon as he realized the error, he contacted his PFL team member. In just three days, Jerry’s clients received new envelopes with the correct address. PFL didn’t charge for the reprint or mailing.

“This never would have happened with a local printer,” states Jerry. “I never would’ve been able to get this first-class service, quality and fast turnaround. And because my clients were so happy with the results, they gave me an order for promotional hats and pins that I never would have received otherwise. This was an additional \$500.00 profit for me that I wouldn’t have had without PFL’s great service.”

For Jerry, selling print is very important. “It’s like a hand in the glove,” he states. “It would be crazy not to sell printing, because this opens up a whole new customized product to sell to customers. And with PFL, the turnaround is extremely fast. The price is right, and it beats local suppliers in my situation. PFL includes a great bunch of folks, and they do a great job!”

*“This was an additional \$500.00 profit for me that I wouldn’t have had without PFL’s great service.”*

Jerry West  
IpromoteU

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# Luminate Advertising

## Summary

PrintingForLess.com (PFL) helps Mary Tilger of Luminate Advertising save time and avoid hassles while providing high-quality printing to her clients.

## Problem

As the director of Luminate Advertising, Mary Tilger was tired of wasting time “babysitting” her local printer and going over every detail of her print jobs.

“Before PFL, I had to do a lot of follow-up,” says Mary. “My local printers didn’t use an online post system, so I related everything over the phone. The quotes were often wrong.”

A local printer once lost her client’s artwork three times, then took three weeks to admit it! The forms were very important, so the client asked Mary for help.

“Not having these forms would have significantly affected my client’s business,” says Mary.

## Solution

Mary took the job to PFL, received a quote, and uploaded the files. “I had it to my client in seven working days,” she says. “PFL didn’t charge more for a rushed deadline. They just got right on it.”

Mary loves PFL’s online process. “It saves me time and hassle,” she says. “I click a link to see the proof and immediately provide approval or changes. We don’t waste time with calls or emails. The process has eliminated costly mistakes.”

Mary can talk to her dedicated customer service team without needing to remind them about her job. “PFL’s customer service is night and day over other printers,” states Mary. “They know me and my clients. They really understand my business and what they can do to help it.”

“In my industry, we don’t have a lot of lead time, and my clients need things yesterday,” says Mary. “PrintingForLess has helped my turnaround time.”

## Results

Mary now has the confidence to sell more print services. Before, she never knew if her printer would handle an order correctly.

“I can’t say enough about what PFL has done for me,” states Mary. “I know I can sell printing and give my clients what they need. Whatever I ask for, PFL can do it. These big jobs mean a lot to my clients — PFL allows me to provide quality and accurate quotes.”

“I can’t be an expert in every aspect of printing,” Mary continues. “Now I just call PFL with any questions. They’re the experts.”

“As a small agency, we rely on efficient suppliers to accommodate tight deadlines. We chose PFL for small and large projects once we experienced their superior process.”

“PrintingForLess.com always turns around projects on time and for the quoted price. Their customer service and quality exceed my expectations.”

*“PrintingForLess.com is my secret weapon.”*



Mary Tilger,  
Luminate Advertising

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