

knak.

# How Henry Schein Streamlined Creative-to-Campaign Workflows with Knak

## Overview

Henry Schein is a global leader in providing health care products and services to office-based dental and medical practitioners. The company offers a wide range of solutions including medical and dental supplies, equipment, pharmaceuticals, technology solutions, and practice management services. With a customer base that spans over one million health care providers worldwide, Henry Schein helps practitioners operate more efficiently so they can deliver quality care.

## Challenges

Henry Schein's marketing operations teams faced a familiar enterprise problem: a growing divide between creative design and campaign execution.

- **Design-to-build inefficiency:** Creative assets were designed in Photoshop and Illustrator, then rebuilt from scratch in Marketo. This handoff often caused delays and errors.
- **Scaling pain across business units:** With multiple divisions (Medical, Dental, Digital, and international markets like Canada and Puerto Rico), Henry Schein struggled to maintain consistency and governance while enabling local teams.
- **Cumbersome approval workflows:** Approvals often happened over email, making collaboration slow and difficult to track.
- **Fragmented tools:** Teams bounced between Asana, Smartsheet, and email for project management, with no centralized workflow for creative-to-build handoffs.

Henry Schein needed a way to keep designers in their flow, get marketers out of Marketo, and standardize campaign execution at scale.

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## The Transformation with Knak

Henry Schein partnered with Knak to unify creative and operations:

- **Figma Plugin for Creative Alignment:**  
Designers now create assets directly in Figma, tag modules as “Knak images, text, or buttons,” and export them seamlessly into Knak. This eliminated the “double-build” problem of recreating designs in Marketo.
- **Marketo Integration:**  
Finished assets push directly from Knak into Marketo, keeping automation intact while moving marketers out of risky, code-heavy environments. This ensures brand guardrails while maintaining operational efficiency.
- **Governance + Guardrails:**  
Admins lock down headers, footers, and brand standards within Knak. Marketers gain self-serve flexibility without compromising compliance.
- **Centralized Reviews & Approvals:**  
Review groups in Knak replaced scattered email chains, allowing creative services, marketing ops, and business stakeholders to collaborate in one system.

## The Impact

With Knak, Henry Schein streamlined the workflow between design, creative, and marketing operations:

### Faster handoffs

Figma-to-Knak integration removed the need for manual rebuilds, saving hours on every campaign.

### Cross-team alignment

Creative services now own Knak, enforcing brand guidelines across 20+ marketers while keeping workflows efficient.

### Scalability

Multiple business units now share standardized modules and templates while maintaining localized flexibility.

### Simplified QA

With Knak’s testing and approval workflows, assets move faster from design to deployment without endless back-and-forth.

“We want the creative services team to own Knak. They’re the constant — enforcing brand guidelines no matter what tools change. It makes sense for them to manage templates and modules.”

**Catherine Gray**

Director of Marketing Operations, Henry Schein

## Looking Ahead



Henry Schein is expanding Knak usage across more divisions and focusing on:



Training marketers on Knak to reduce dependency on Marketo



Leveraging **dark mode and mobile previews** to optimize design consistency across clients



Rolling out **translation workflows**, enabling localized campaigns built from shared templates



Exploring Knak's Asana integration to align campaign project management with Knak approvals

“The Knak plugin keeps designers in their flow while giving marketing ops exactly what they need.”

**Greg Kowalczyk**

Manager, Web Services  
Henry Schein



**Jackie Patterson**

Manager, Marketing Operations  
Henry Schein

“The Figma-to-Knak plugin eliminates that double-build step. Our designers don't have to hand things off for someone else to recreate in Marketo anymore.”