

CUSTOMER SUCCESS STORY

McINTOSH PERRY

THE PRINTING HOUSE HELPS MCINTOSH PERRY DELIVER CREATIVITY

From branded stationery to the delivery of creative marketing collateral using a dieless cutting system for a unique look, The Printing House™ (TPH®) has the experience, size and technology that McIntosh Perry needs to stand out. McIntosh Perry also leverages TPH Web to Print and its network of Branch locations to get its printed materials faster, and with consistent branding and colours.

When its offices moved five years ago, McIntosh Perry's Manager of Business Development and Marketing, Greg Devine, headed across the street to a Toronto location of TPH for new letterhead.

"When we moved here, I was tasked with reprinting a lot of material. I had worked with TPH at another location and I've been using them ever since," recalls Devine.

The relationship expanded from that early stationery order to a wide range of printed material and creative support for a series of rebranding initiatives.

"They are reliable; they are professional; they are very efficient and if you are looking to develop a good partnership, they can handle any print job you have," says Greg Devine, Manager of Business Development and Marketing, McIntosh Perry.

AT A GLANCE

Locations	Vancouver, Calgary, Oakville, Toronto, North Bay, Pembroke, Kingston, Perth, Ottawa, Montreal
Industry	Engineering
Services	Custom Printing, Personal Service, Web to Print
Solutions	Offset, Digital, Fulfillment, Dieless Cutting, Custom Printing

Benefits

Creativity Unleashed

Innovative technology and print solutions let TPH deliver on McIntosh Perry's creativity without large and costly print runs.

Confidence and Trust

Whether it's end-to-end printing and fulfillment of marketing mailers, online ordering or turning a concept into print, McIntosh Perry trusts TPH will get it done right.

Network Speeds Delivery

From business cards for staff in Vancouver and an office move in Toronto to Christmas cards for Kingston, TPH's National Branch Network helps speed delivery of high-quality printed materials, on time and on budget.

CREATIVE CUTS MAKE MESSAGE MEMORABLE

Since 2013, the company has undergone several name changes, office moves and office openings before a merger in 2016 created the McIntosh Perry of today. Devine once again looked to TPH to help introduce the new brand and its services.

“As part of the rebrand, we wanted to do a mailing campaign. With our creative guy, we put together an interesting flyer with flaps that fold up. I brought it to TPH and they immediately understood what I wanted to do,” says Devine, noting that with a full rebranding underway, he had confidence that TPH could run with the project without too much back and forth.

To bring the idea to life, TPH used an offset printer to create the base piece, and then dieless cutting technology transformed the boring, flat postcard into a pop-up, 3D piece. TPH also recommended small clear clip seals to keep the piece flat for mailing. Without the cost of metal dies, dieless cutting technology lets McIntosh Perry run as many (or as few) pieces as they needed, with complete freedom to be creative.

In addition to helping deliver on Devine’s vision, his Solutions Manager Sean Dale and his team in the Vaughan, Ontario location variable printed customer names and addresses on each piece and handled the fulfillment and mailing. Devine recalls he was very busy during the rebrand so “it was good to have Sean’s team step up and help. We’re very happy with the way it came out.”

FROM IDEA TO CREATION

The corporate mailer wasn’t the first foray into creative approaches to traditional marketing collateral. Devine took a standard pocket folder and added a few embellishments to make it more memorable. With a gusseted pocket to allow for more material to be inserted, Devine also wanted a pocket where they could insert a USB key and service sheets to be cut to create a waterfall effect when the folder was opened.

“TPH gives us good feedback on the printing side to show us the best way of doing what we’re thinking. They’ve also caught errors before we head into production which is appreciated,” says Devine, noting TPH suggested adding colour to the inside of the folder pockets which made it more impactful, and by using the dieless cutting technology, TPH was able to save approximately 10% over the cost of making a specialty die for the USB key pocket.



SIMPLIFYING REBRANDING, OFFICE MOVES

“We try to be creative. We are in a pretty competitive market, so we like to stand out. I went to TPH with an idea and a mock up from my creative guy. While our design wasn’t quite possible, TPH had suggestions to make it work, including adding clips so the piece wouldn’t fly apart in the mail. I was really happy with how it turned out,” says Greg Devine, Manager of Business Development and Marketing, McIntosh Perry.

As a company that has gone through several rebrandings, McIntosh Perry depends on TPH to keep its business cards and stationery up to date. Before the merger, Devine printed business cards in-house on card stock and manually cut them which he admits was labour and time intensive, while the Kingston-Ottawa offices used a local printer.

“I was surprised at how expensive it was and the quality wasn’t that great,” Devine recalls.

By moving to TPH Web to Print, McIntosh Perry could centralize printing for all its offices, and use the TPH Branch network for more efficient distribution. Moving to an external printer has freed up staff at McIntosh Perry to work on other projects.

TPH Web to Print also provides centralized control of everything from titles and formatting of addresses to colour consistency of the logo, which was a challenge in the past.

“You can go in, update a business card and put the order through really quickly. That has been incredibly convenient and much more efficient for us,” says Devine. “Moving to TPH has really been an advantage in terms of just making it more efficient and easier to do and we get our orders much faster. Centralization helps ensure brand consistency across all our offices.”

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SIZE MATTERS

While McIntosh Perry used a different printer previously, Devine said the company couldn't keep pace with their growth, so they often had long waits to get simple forms turned around.

"That didn't work for us. TPH can turn it around much, much faster and make no mistakes," adds Devine, noting it wasn't unusual to have one or two mistakes at his previous printer.

From engineering notepads for site reports to holiday greeting cards, McIntosh Perry trusts TPH will get their projects done right, on time and on budget. ■

"I know that they are going to do a good job. I have worked with other printing providers that sometimes required more effort on my part to get the project done the way I wanted it. I know the crew at TPH will get done right so I don't have to worry about it and that makes us happy."
Greg Devine, Manager of Business Development and Marketing,
McIntosh Perry.

ABOUT MCINTOSH PERRY

With more than 500 engineers, project managers and technicians across Canada, McIntosh Perry provides engineering services for public infrastructure, buildings and the oil & gas markets. The company serves clients in the public and private sectors, including developers, REITs, building portfolio owners, property managers, government agencies, condominium corporations, architects, and contractors.

THE PRINTING HOUSE®

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OF LOCATIONS TO HELP YOU**

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The Printing House is a proud supporter of WWF-Canada (World Wildlife Fund). As Canada's largest international conservation organization, WWF has worked to protect the future of nature for half a century. We are pleased to support WWF's efforts in conserving our planet's natural environment. Visit wwf.ca to learn more.



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