

# CUSTOMER SUCCESS STORY

## RJC ENGINEERS

### RJC ENGINEERS CONSTRUCT CONSISTENT BRAND IMAGE WITH THE PRINTING HOUSE

Challenging brand colours, a network of 11 offices, and the need for consistency across branded products prompted RJC to expand its relationship with The Printing House™ (TPH®). TPH Web to Print, pre-printed shells and state-of-the-art digital and offset printers, coupled with extensive experience, lets TPH ensure RJC's high standards for corporate branding are met.

With a brand refresh in 2015 and 11 offices across Canada, RJC expanded their relationship with TPH to help them deliver on their new brand image in a consistent way across the country. TPH leverages its national network, TPH Web to Print service, and digital and offset printing expertise to ink a solid relationship.

"I believe it's important to forge strong relationships and develop a working relationship with a company that will go to bat for you. It's about familiarity with our portfolio of branded products," says Monica Silenzi, Leader, Corporate Marketing. "The individuals I work with (at TPH) are just as invested in the output quality of the piece of collateral as I am."

*"On a technological level The Printing House is one of the leaders in their industry. They are, in my opinion, certainly one of the top printing houses in the country," says Monica Silenzi, Leader, Corporate Marketing, RJC Engineers.*

#### AT A GLANCE

**Locations** Victoria, Nanaimo, Vancouver, Kelowna, Calgary, Lethbridge, Edmonton, Kitchener, Toronto, Kingston, Ottawa

**Industry** Architecture, Engineering & Construction

**Services** Web to Print, Personal Service, Brand Monitoring

**Solutions** Offset, Digital, Large Format, Custom Printing, TPH Web to Print

#### Benefits

##### Consistency of brand

Ensuring the RJC brand colours are accurately and consistently reproduced across all materials and all stock types.

##### Timeliness

TPH Web to Print service and pre-printing of stock items lets RJC Engineers' staff get their branded material fast.

##### Budget

When approaching new marketing projects, RJC works closely with TPH to deliver high-quality collateral that's aligned with their objectives and budget.

## SEAMLESS STATIONERY ORDERS

TPH Web to Print solution gives all RJC Engineers locations a fully-customized online ordering library for all branded collateral.

TPH Web to Print allows RJC's staff to log in and order stationery including letterhead, envelopes, business cards, order pads and hard hat stickers. The system is pre-programmed with all the required information that Silenzi defines including titles and formatting to corporate standards for centralized control and consistency. The portal also gives staff instant proofs of their order on screen for peace of mind before going to print.

*"They're as motivated as I am about high-quality output. Even though it's my company's name on the products, they treat our material like it's theirs. Companies such as ours require a high level of print production and assistance with our marketing collateral so we need a reliable printer," says Monica Silenzi, Leader, Corporate Marketing, RJC Engineers.*

## PRE-PRINTING SAVES BUDGET & SPEEDS TURNAROUND TIME

To speed turnaround time for orders and ensure logo colour consistency, TPH pre-prints business card shells and stores them onsite until orders are placed. Approximately 50% of RJC Engineers' orders are pre-printed on TPH's offset printers to speed up turnaround time.

This process has helped reduce costs by 25%, and now business cards are printed and ready for shipment in half the time, saving RJC about two days every time new cards are needed. In addition, RJC's order forms, which need to be printed, padded, trimmed and three-hole drilled, are ordered in bulk to save production time and are stored at TPH for shipping to the office that needs it.



## FOCUSSING ON QUALITY

*“(The Printing House) gives me really good advice on how to approach some printing projects that could be a little problematic. I really appreciate their expertise. I don’t feel like they are trying to upsell me. They try to provide me with the best options and solutions to my printing needs, within my budget,” says Monica Silenzi, Leader, Corporate Marketing, RJC Engineers.*



RJC’s corporate colours can be challenging to produce consistently across different paper stock. TPH works hard to make sure the colour is right on every piece.

“They’ve always gone above and beyond in regard to client satisfaction,” says Silenzi. “In the very few times where I have received an item that I wasn’t 110% satisfied with, TPH goes above and beyond to rectify any situations as quickly as possible, which I am thankful for.”

When creating new, specialized marketing material, TPH will send proofs to Silenzi to make sure it meets her specifications.

“(Client satisfaction) seems to be really important to them and is one of the things that impresses me. When I came to this position, I was very happy when I was told that we deal with TPH because I’d worked with them before and forged some really strong relationships with key individuals.”

Silenzi adds her Solutions Manager, Brian Matthews, “is always ready to help me meet my deadlines. He is very cognisant of the fact I am hyper-vigilant in regard to print production quality and is very careful to proof the material that I send. He knows my expectation is that each piece will be as near as perfect as possible.”

From the marketing collateral, to stationery, and hard hat stickers on vinyl to large site signage, RJC has found the expertise and reliability they need for consistent, high-quality branded material. ■

## ABOUT RJC ENGINEERS



Creative Thinking  
Practical Results

Specializing in Structural Engineering, Building Science, Structural Restoration, Structural Glass & Façade Engineering and Parking Facility Design, RJC is one of North America's leading engineering firms. With a staff of more than 500 employees in 11 locations across the country, RJC offers highly personalized service at the local level with the expertise, depth, and resources of a large, national firm.

## **A**THE PRINTING HOUSE®

**TPH.CA**    @TPHCanada

## A NATIONWIDE NETWORK OF LOCATIONS TO HELP YOU

 **1-866-874-3473**

 **customercare@tph.ca**

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](http://wwf.ca) to learn more.



**FORESTS  
FOR ALL  
FOREVER**

FSC® C019596

The mark of responsible forestry



© 1986 Panda symbol WWF-World Wide Fund For Nature (also known as World Wildlife Fund).  
® "WWF" is a WWF Registered Trademark.