ABC Gains Efficiency with Web to Print Programs

INDUSTRY: TECHNOLOGY

O'BRIEN CAPABILITY: PRINT MANAGEMENT, PACKAGING & KITTING, PROMOTIONAL PRODUCTS

ABC is a U.S. technology startup focused on improving the health of our nation's schools. They provide transparency and information about where foods come from and how they're prepared, special diets information for students with restrictions, and translations for multi-language populations. As ABC matured, they began receiving requests for collateral to support and accent their program. With hundreds of schools connected to the organization, the process became too daunting to handle alone.

O'Brien was engaged to assist ABC in the development of an ecommerce site with paired fulfillment and distribution services. With multiple product needs originating from a variety of schools, a single source management program was developed to organize, fulfill, and maintain print asset control on ABC's behalf.

Site collateral was established as templates with variable fields whereby schools could enter their own information to customize the goods. Individuals could order as much or little as they needed and have their order within a few days of the initial request (without holding or maintaining inventory). The O'Brien web to print program created a flexible and customizable solution for ABC. They could outsource the entire process to O'Brien while maintaining ABC's branding and presence on the site.

a case study