

Partnerships in Care (PiC)

SCENARIO

HBPG was invited to tender for PiC's full print requirements alongside some of the UK's leading print providers. Following an exercise to short list to the top 6 and a presentation and due diligence visit, HBPG were awarded a two year Print Management contract with Partnerships in Care (PiC), the UK's leading specialist in mental health care and related services.

PiC previously used a variety of print suppliers, their brand management was not controlled and as a consequence there was a danger of brand inconsistency across a number of widespread locations in the UK.

The ordering process for print was manual with fax, post and email used. There was also no access to real-time management information.

For the first time Partnerships in Care now have a fully integrated method to order their goods online using HBPG's very own in house developed web ordering platform.

This has enabled the 15 regional offices to order stock and personalised stationery items via a tailored web site and also given them round the clock access to real time management information.

OBJECTIVES

- Quick & efficient implementation process
- Product rationalisation
- Management of brand identity
- Cost savings

ACHIEVEMENTS

Implementation process

- Four week "Go Live" date agreed
- Implementation plan designed
- Site visits undertaken
 - HBPG introduced

- Print samples collected
- Online ordering training arranged
- Project goes live.

Product rationalisation

- Product specifications identified.
- Consolidation of samples into single product list.
- Duplicated and obsolete items discontinued.

Management of brand identity

- All artwork obtained and checked against corporate guidelines.
- Artwork consolidated and imported onto custom built PiC branded website.
- Consistency retained by continuing to review products within guidelines.

Cost Savings

Proactively suggested potential cost savings by reviewing :-

- Product specifications.
- Artwork and stock rationalisation.
- Slow and non moving stock.

Horner Brothers is now responsible for the manufacture, procurement and stock management of a portfolio of print on demand products, including marketing print, operational forms and corporate stationery. These are managed and distributed from Horner Brothers' own 36,000 sq ft warehouse facility.

Care First Director Jane Neal said "we believe that by working with HBPG, we aim to reduce our overhead costs through the rationalisation of our product portfolio, whilst maintaining a consistent brand identity."

HBPG Managing Director Judith Fox said, we are delighted Partnerships in Care have chosen Horner Brothers as their supplier of print management services. We will be working with them as they develop their business and supporting their growth."

