



“ EBC GROUP CONTINUE TO ADVISE US ON THE LATEST TECHNOLOGY AND WAYS WE CAN IMPROVE OUR PRINT ”

-NADINE LININGTON, SALES & MARKETING DIRECTOR AT COTSWOLD INNS & HOTELS

COTSWOLD INNS & HOTELS BENEFIT FROM A NEW AND EFFICIENT IN-HOUSE PRINT SUITE

BACKGROUND

Cotswold Inns & Hotels are a group of 9 upmarket hotels that offer guests a luxurious and bespoke experience. Each hotel is uniquely designed and branded, with all marketing materials such as brochures, menus, invites and stationary designed to fit accordingly.

With a high turnover of marketing materials, outsourcing to a 3rd party for print was proving both challenging and costly. Cotswold Inns & Hotels required a solution that would allow them to have full control of their print jobs from start to finish, in addition to making the overall process cost effective and efficient.



CHALLENGES

- Outsourcing all of their printing to expensive 3rd party providers
- Lack of control over timescales
- Inflexible process made it difficult to make quick changes to designs or create short print runs



SOLUTION

- Brand new print suite that is managed by in house team
- High functioning print devices that provide a range of marketing materials
- Consultation and insight into print process



BENEFITS

- High quality print materials and range of formats
- Quick turnaround of print jobs and personalised marketing and promotional materials
- Significant return on investment

CASE STUDY SUMMARY



COTSWOLD
INNS & HOTELS

THE PROBLEM

When EBC Group first met with Cotswold Inns & Hotels they were outsourcing all of their print, which came with a number of financial and operational issues. As a high-end group of hotels, they required a large number of marketing and promotional materials such as brochures, menus, invites and stationary, that were produced in-line with each hotel's unique design and branding.

These demands not only made the overall cost of outsourcing to a 3rd party expensive, but also allowed for little flexibility in both design and turnaround. Slow reaction times made it difficult to make quick changes, print jobs were often over run and wasteful, and a lack of control over time-scales made the production of small print runs challenging.

THE APPROACH

- Cotswold Inns were looking to source a partner that would understand their unique requirements and could advise and recommend the best solution for their business.
- From the initial assessments, EBC Group were able to advise on how much they were spending on their print, as well highlight the areas that could be made more efficient.
- Offering a consultative approach, EBC Group also advised on how printing in house would benefit their business, providing a simple comparison of how much Cotswold Inns were currently paying, and what the cost would be per finished document.
- EBC Group removed any concerns about the integration of the new print devices in to the existing process, providing ongoing support to the Cotswold Inns marketing team who now manage their own in-house print suite.

THE SOLUTION

- Bringing all of their print solutions in-house has quickly seen a return in investment for Cotswold inns, with operational and wastage costs now significantly lower.
- Cotswold Inns are now able to produce high quality print materials, in a full range of different formats, with greater flexibility to easily make changes and produce short print-runs.
- Housing their own print suite allows for a quick turnaround time, with marketing material now created and printed on the same day.
- Campaigns and promotions are now more dynamic and targeted, and marketing materials are now easily personalised and distributed.
- Requiring no additional 3rd parties, Cotswold Inns now benefit from a high quality print environment, that is managed by their in-house team and supported by EBC Group.



"Before Cotswold Inns started using EBC Group we used to outsource all of our printing, we had continual problems with speed, over print runs and inflexibility of what we were able to turn around for the hotels. After many frustrations with other printers and delayed work, EBC Group approached us and talked through what we were doing, we looked at costs together and looked at the solutions we could potentially use, and the processes we would require to bring our print into house.

After a number of consultations we chose EBC Group, and continued to move forward and create our own print room. Initially we were concerned about space, but what we've been able to consolidate into a relatively small space has been so beneficial. We continue to meet with EBC Group to discuss how everything is going, looking at ways we can improve what we're offering. They are able to advise us on new technology, and different ways we can improve our print.

I wouldn't hesitate in recommending EBC Group to our industry or any other industry for the solutions they provided- we couldn't think about having to go back and outsource everything. Definitely our supplier of choice."

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