

baesman:
We get personal.

CASE STUDY



DSW saves \$250,000 and increases ROI with UV spot coating technology.



Starting out on the right foot.

THE PROBLEM :

It's hard to stand out in the mailbox. Despite sending strategic messaging and imagery, DSW wasn't realizing a high response rate. The overall cost to print and mail was too high, and the ROI wasn't worth the investment so they turned to us for help.



THE SOLUTION :

Our team of experts at Baesman was able to highlight DSW's promotion on their postcards by using spot UV to call attention to it. However, little did DSW know there would be more perks than just eye-catching collateral to increase awareness. By using our Komori press, both sides of the sheet were able to be printed at the same time cutting DSW's printing time in half. Additionally, with our UV system, inks dry like plastic as soon as they are printed allowing for immediate post-press production. The extra cost for aqueous coating to protect it in the mail stream was no longer needed which resulted in getting direct mail in home faster at a reduced cost.

THE RESULT :

The DSW marketing department now has more time to fine tune offers, respond to market conditions, and still have their direct mail in home on time. By switching to Baesman's UV offset, DSW was able to save \$250,000 to apply to their marketing budget.

- Improved response rates
- Reduced printing costs
- Decreased production time

