



Overview

Not all of our clients are print businesses in the traditional sense. The Arizona State University Print and Imaging Lab handles a range of needs for students and staff.

The problem

For students, their needs ranged from printing replacement ID cards, to professionally presented assignments to creating personalised University merchandise (ranging from stickers, to mugs to sweatshirts). Likewise, different staff required everything from signage, business cards, to learning materials. A large part of the problem was maintaining brand consistency. The lab had accumulated quite the library of old content, which was still accessible on the system and meant staff and students were often using outdated branding.

Average order time halved

Since implementing Infigo's platform, Chris Halkovic, digital workflow and web-to-print manager for ASU says average order time has been cut in half. The University has also managed to get a much stronger handle on brand consistency, eliminating redundant designs from the platform. Chris says: "It's allowed us to condense over 1,200 templates, to just 200, thanks to its powerful editor and JavaScript backed templates. For instance, we were able to cut down 120+ business card templates into just five."

The switch to Infigo has meant that the lab is able to self-fund itself, due to the revenue generated through the different printing services offered. Chris Myers, director at the Arizona State University Print & Imaging Lab, says: "We can allow the alumni and our students, faculty and staff to be able to order things like dye sublimation pieces, luggage tags, to be able to do photo books.

"There's a whole plethora of things that we can offer to the university that we couldn't ever do before. And that really gives us a revenue stream that we've never tapped into."

"Out of this world" support

Both Chris's agree that one of the reasons web-to-print has been so successfully implemented is due to the support provided by Infigo, Chris Myers says: "They really helped us to make the systems better and as a team, as a partnership, it was very important for us and that's what really helped us choose.