



Client: Boncraft Printing Group

Industry: Over 50 years of fine printing, Boncraft strives to enhance the image of their customers by providing high quality print, mailing, and fulfillment services. Boncraft handles a wide variety of clients, from some of the world's largest banks, professional sports teams, industrial corporations, to colleges and universities.

Client Objective: To offer clients an online solution through **RSI Lite+™**, an introductory approach to Web-to-Print.

Significant Results: Use of the storefront portal and Variable Data Email/PURL system has generated incremental sales and streamlined workflow with valued clients.

Description:

RSI Lite+™ is a storefront web portal, offering file upload (PDF, InDesign and Quark), and credit card processing. RSI Lite+™ creates an easy entry point to web-to-print for print service and marketing service providers. It is easy to install, easy-to-use, and easy to upgrade to RSI's CUSTOMER+® modular suite of products.

Boncraft has selected **RSI Lite+™** as the best solution for an economical entry-level web to print system with an easy upgrade path to additional online marketing automation services. Boncraft markets their business using RSI's Variable Data Email/PURL functionality. The first marketing campaign launched with higher than expected response rates.

“We're very happy to be working with the Responsive Solutions team to launch our first storefront portal which already has generated incremental sales and a streamlined workflow with several of our valued clients. Our sales team has a powerful tool to generate more business and we see great potential in adding other services from Responsive Solutions in the near future. Boncraft is targeting to grow online clients by 20 percent with these new capabilities.”

~Patrick Young, Vice President, Boncraft



CASE STUDY