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FormStore Takes Initiative to Promote Print Communications Capabilities and Grow Its Business with KODAK Solutions

ROCHESTER, N.Y., July 13—A print communications provider eager to maintain a high profile with customers in tough economic times has taken two unusual steps to showcase its digital print capabilities using KODAK Solutions.

St. Louis-based FormStore Incorporated digitally printed the top cover of the Print Service and Distribution Association's (PSDA) monthly magazine using the unique KODAK NEXPRESS Dimensional Printing System. Because of the issue's excellent quality and distinctive cover design that includes images with a raised effect, PSDA awarded FormStore the Print Excellence and Knowledge Award (PEAK) in the self-promotion category. FormStore also recently printed the book, *Disrupting the Future*, written by industry experts Dr. Joe Webb and Richard Romano, to demonstrate its capabilities in digitally printing short-run perfect bound books. The book was published by print industry website, Whattheythink.com.

"We are looking for ways to increase our business and revenue opportunities and believe that one of the best ways to reach our goal is to self-promote our services," said Paul Edwards, President, FormStore.

"For *Print Solutions*, the PSDA magazine, the idea was to introduce our dimensional printing capabilities to the industry with the tag line, "Dimensional Digital—Raising Digital Print to New Heights." This magazine gets distributed to the organizations' 10,000 industry professionals in almost 2,500 different companies. We knew the top cover concept was available, so we jumped at the chance to print the June 2009 issue," said Edwards. "As an added bonus, it was the issue with the Top Distributor's list, which is an issue people tend to keep."

FormStore printed the top cover of the magazine with the NEXPRESS Press and created raised texture through the KODAK NEXPRESS Fifth Imaging Unit Solution using the KODAK NEXPRESS Intelligent Dimensional Coating Solution. With this technology, tactile

characteristics previously unattainable with digital printing were easily added inline to produce materials with a look and feel that truly sets them apart.

The magazine cover image consisted of several colorful hot-air balloons, each featuring the digitally raised print to create surface-feel. Each cover had one of three texture variations. “The issue was such a success that PSDA named us a PEAK award winner, and also contacted us for a feature article for the November 2009 issue,” added Edwards. To hear Edwards discuss the award and the benefits of KODAK Solutions, visit:

<http://www.youtube.com/user/FormStoreTube#p/a/u/0/hVAVwHtiQD8>.

The PEAK awards competition spotlights companies that not only meet customers’ printing needs through creativity in design, manufacturing, fulfillment and other services, but also solve problems or improve business functions. The winners are determined by a judging panel of industry veterans.

In addition to the magazine top cover, FormStore repurposed the cover design and created its own dimensional presentation pocket folders to give away as work sample kits. Readers who responded to the ad in the magazine received a sample kit.

Edwards also thought printing *Disrupting the Future* was a way to highlight another one of its differentiating capabilities. FormStore took the initiative to contact WhatTheyThink.com to coordinate digital printing of the book. FormStore initially printed 200 personalized perfect bound copies of *Disrupting the Future* on-demand using the KODAK NEXPRESS Digital Production Color Press and added a glossy finish to the cover using the KODAK NEXPRESS Glossing Unit for high impact.

Edwards was eager to get the word out about the new book and FormStore’s new capabilities. “We posted a message on the PSDA listserv that we would send a free copy of a book about the future of the print industry to anyone who was interested. Within the first 45 minutes, we had 50 people reserving copies. We’re also sending copies to customers and industry members,” said Edwards.

FormStore uses two KODAK NEXPRESS 2500 Digital Production Color Presses, two KODAK NEXPRESS Glossing Units, and a KODAK DIGIMASTER E125 Digital Production System.

“In today’s world of digitally-driven communications, we’re excited about the opportunities to help customers create print materials and integrated campaigns that stand out and get results,” said Edwards. “We’re always looking to showcase digital’s benefits through the work we produce for our customers and for our own business.”

FormStore is located in St. Louis, and has 72 employees between its two locations. The 32-year-old print communications company specializes in printing membership identification cards, digital books and on unique substrates such as magnets. FormStore’s unique LASERWELL Membership ID cards and DIGIMAGNET substrates are approved by Kodak through certifications obtained at the Printing Applications Lab (PAL) at the Rochester Institute of Technology (RIT), and are listed on the NEXPRESS Press qualified substrate list. More information can be found at www.formstore.com or by following FormStore on FACEBOOK or TWITTER Sites.

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