

APPLICATION : WEB-FED INKJET

Fact file

Company:

Nic.Oud
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Screen Product:

Screen Truepress Jet 520HD

Fast Facts:

- The Truepress Jet 520HD is transforming the company's personalised, on-demand print services
- The press has consistently delivered the level of output quality Nic.Oud wanted for its leading brand customers
- The press has allowed them to dramatically reduce turn-around times

Four years of high speed inkjet have unlocked countless possibilities for Nic.Oud



“The game-changing Truepress Jet 520HD is playing a key role in driving future growth”

Maurice Gelissen, MD

Since becoming the first company in Europe to adopt SCREEN's Truepress Jet 520HD in 2015, the direct mail company Nic.Oud have gone from strength to strength. The arrival of the roll-fed Truepress Jet 520HD heralded a shift in focus for the company enabling them to take on work that would previously have been beyond their capabilities.

A Dutch leader in the direct mail market, fulfilment and logistic solutions, Nic.Oud was established in 1978. Since its installation four years ago the Truepress Jet 520HD has played a pivotal role in the growth of the company and has led to benefits not only for Nic Oud, but also for its customers. Delivery times for customers have been dramatically reduced and moving the production process entirely in house has enabled Nic Oud to target the time-sensitive print on demand market.

Together with the offset style print quality of the Truepress Jet 520HD and the greater flexibility of their in-house production system Nic.Oud have been able to develop a niche role for themselves, supporting online retailers with highly targeted product catalogues.

When Dutch children's clothing retailer KIXX wanted to introduce targeting in print as a part of their communication mix, Nic.Oud's smart use of data capabilities made it possible for them to approach their customers with a customized offer. Working with Nic.Oud's targeting specialists, KIXX were able to segment their database using a range of criteria including demographics, brand and style preference, purchase history and location. The result was a series of full-colour magazines produced entirely in house, with each magazine featuring highly customised content targeted to individual customers. ➡

“When we installed the Truepress in 2015 we judged it to be the highest quality inkjet machine on the market, and it still is!”

Maurice Gelissen, MD



Targeted content improved the response rates dramatically.

The personalisation didn't stop there. As an additional response incentive, a personalised scratch card with a bespoke discount code was attached to each magazine. The benefits of this campaign to the client were quantifiable almost immediately;

“Sales increased immediately, and they remained higher for a far longer period than would be expected for online campaigns” remarked Maurice Gelissen, MD of Nic.Oud.

However, the benefits were not just limited to these. As each magazine contained only information of interest to the target recipient, they were more concise than a general catalogue, leading to reduced print and delivery costs. In addition, this targeted customer communication is a great way to promote and reinforce brand awareness. Nic Oud have now adopted this approach with other customers leading to great success for multiple brands.

The new technology has also allowed Nic Oud to become more innovative in the services they can offer. An example of this is the Paperwrap. The Paperwrap is a full colour, more versatile alternative to the standard printed envelope, opening-up a new generation of paper packaging for direct mailing, with enormous possibilities for applications in both form and appearance.

The ability to customize and target down to an individual level is now a possibility, thus guaranteeing unprecedented attention values. This has all been made possible thanks to the innovative, data-driven SCREEN Truepress Jet 520HD full colour variable digital printing system.

Gelissen concluded “The press has opened up a new era in ultra-quality, hyper-personalised, direct mail production... and gives us a significant opportunity to offer highly creative print services to our customers”. ■



The personalised Paperwrap provides added value as it is more likely to attract the attention of the recipient.