

# TOP 5 TRADE PRINTERS

Because of company policy, certain privately held companies did not distinguish between their sales figures through the distributor channels or through direct channels. Rather than rank them via estimates, we have opted to list these companies separately.

Rank	Company	Sales \$(000)	Principal Officers
1	Vistaprint, Venlo, The Netherlands	670,000	Robert Keane, President, CEO
2	4over, Glendale, Calif.	78,400	Zarik Megerdichian, CEO
3	PrintingForLess.com, Livingston, Mont.	26,000	Andrew S. Field, President, CEO
4	48HourPrint.com, Boston	24,000	Raymond Pinard, President, CEO
5	PartnerPrinting.com, Riverside, Calif.	16,500	Mark Sears, President, CEO

## Spotlight on Vistaprint

To say it was a good year for Vistaprint would be a huge understatement. In terms of financial success, the company put forth an impressive showing of \$670 million—a 30 percent increase over last year. Furthermore, Vistaprint set forth to achieve its vision of providing turn-key marketing solutions for micro businesses by rolling out new and enhanced products and services including mugs, expanded Internet marketing services, ladies T-shirts and folded business cards. Vistaprint also made its first acquisition as a public company with the purchase of custom embroidery company Soft Sight in December 2009.

Founded by Robert Keane, president and CEO, Vistaprint was intended to solve the problem of providing high-quality, low-cost printed products to micro businesses and consumers. Keane's vision for Vistaprint emerged from his experience with the development of a retail kiosk design and printing system and his in-depth knowledge of the small business desktop publishing market.

Instead of designing and producing custom printed orders one at a time, "Vistaprint employs technologies to facilitate the design and aggregation of custom orders from around the globe," said Wendy Cebula, president, Vistaprint North America.

The printing is done in groups

using a single pass on automated, high-volume, large format professional quality presses. "Once printed, the products are cut down to size using a computerized robotic cutter, assembled, packaged and addressed using proprietary software driven processes, and shipped to the customer," Cebula explained.

The company receives an average of more than 53,000 orders per day, and products are printed at Vistaprint's three plants in Australia, Canada and The Netherlands.

Today, driving and optimizing marketing campaigns among various channels has become an expertise of the company. "From site optimization and user experience to customer segment management and CRM, all of these disciplines are supported by a world-class analytics capability that includes specialists in statistical modeling, experimental design and customer segmentation," stated Cebula. "The company's direct marketing approach starts with the concept of mass customer acquisition. The company casts a wide net with aggressive marketing offers that entice the maximum num-



Wendy Cebula

ber of potential users to the Vistaprint website. From that point, our retention teams will step in to help retain the customer base that grew to 9 million active customers last year."

Looking ahead to 2011, Vistaprint is focusing on two areas. First, the company is expanding into the home and family market by leveraging technology, marketing and production capabilities, and by investing in products and user interface and experience that focus on consumer needs.

The company expansion beyond Europe and North America—particularly into Australia, New Zealand and Japan—is the second focus. Just this past year, Vistaprint opened its doors on a new manufacturing plant and marketing office in Australia to better serve the APAC market.

According to Cebula, Vistaprint has no intentions of backing down from the marketplace. "When in a high-growth approach, employees at Vistaprint have often heard Robert Keane say: 'If we're supposed to be transforming this industry, whether the economy grows negative 1 percent or plus 3 percent, that shouldn't be the reason why we're not transforming an industry,'" she said. "For Vistaprint, the company continues to strive offering the same low-cost, high-quality products and services that have made them successful for 10 years."