

As Seen In The Big Picture November 2005



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A stitch in time

Another company exhibiting a rather low-tech solution to a common printing problem was Convertible Brands (www.Convertiblebrands.biz). One again, necessity became the mother of invention: Aric Snyder had already been successful with his Inter-State Studio & Publishing company, which specializes in doing the photography and printing for high-school and college year books. In fact, that company is so successful that it was printing hundreds of thousands of its own marketing pieces every year. These were complex pieces with several folds, scores, and perforations so they could be converted into self-mailer return envelopes and order forms.

Snyder's company was anxious to use the capabilities of variable-data printing using presses such as Xeikon's web digital presses and others. The problem, however, was waste and time delays in the post-press area. And since they were using variable data, any post-press waste was a particularly big problem. The solution seemed simple enough: Buy paper that was prescored. The problem however, is that Snyder and crew could find no company offering such paper.

After extensive searching, the company concluded it would simply have to produce its own. Snyder sought out paper converters and worked out agreements with them to create custom paper rolls with their own die templates already built in. And having done that, Snyder then reasoned that if they found value with pre-scoring paper, others would too. A new company - Convertible Brands - and a new product - Fold-N-Go roll stock - were created.

But there is more to it than the fact that Snyder had a good idea and a brand new market to reach. The employees of Convertible Brands had a contagious enthusiasm for their product that is seldom seen on the floor of most trade shows. Even if you had not the slightest interest in pre-perforated and scored rolls of paper, Snyder's crew was able to get you interested. And of course many actual potential buyers were also swept up in the net they cast.

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