



JONATHAN BEAN

## VELOCITY GRAPHICS

*"In conclusion, implementing printQ for our nationwide food chain client has significantly streamlined our menu and POP management processes. Its ability to handle large file sizes, flexibility for custom solutions, and PDFlib integration have made it a valuable asset. Overall, printQ has proven to be a cost-effective and versatile web-to-print solution that has met our client's evolving needs."*





We are your graphic solution specialists....



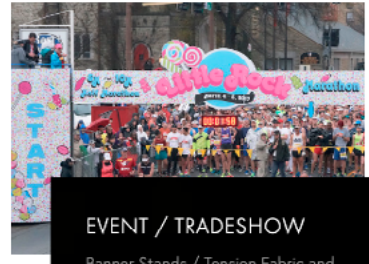
#### RETAIL GRAPHICS

Banners / Window & Wall Graphics /  
Point of Purchase / Promotional /  
Billboards / Vehicle Graphics / Displays



#### VEHICLE GRAPHICS

Full & Partial Wraps / Vehicle Lettering  
/ Car & Truck Wraps / Magnets /  
Perforated View Through Window Film



#### EVENT / TRADESHOW

Banner Stands / Tension Fabric and  
Tradeshow Displays / Truss Systems /  
Backdrops / Tents / Floor Graphics



#### CONSTRUCTION

Mesh Fence Wraps & Banners / Job  
Site Signage / Safety Signage /  
Rendering Signage / Vehicle Graphics



#### POLITICAL

Yard Signs & Stakes / Barrriers / Poly  
Bags / Vehicle Graphics & Magnets /  
Door Knockers / Decals / Rack Cards



#### SIGNAGE

LED Signs & Displays / Channel Letters  
/ Architectual / ADA / Wayfinder /  
Monument / Dimensional / Backlit

## The Customer

<https://velocitylr.com/>

Velocity Graphics is an industry leader in large and wide format printing. Based in Little Rock, Arkansas and founded in 2010, the team works closely with clients from concept development to project completion. The experienced staff is always looking for the best possible solution – whether it's recommending how a job should be printed, what materials or finishing techniques to use, or even how to install it. The ability to print directly to any substrate and the large variety of print media available ensures the success of every project.

# Providing Print Solutions

IS OUR PASSION

## The Project

### Implementing printQ for Nationwide Food Chain Menus and POP

#### What prompted you to go for this software?

Our customer, a nationwide food chain, faced significant challenges when managing Point-of-Purchase (POP) materials and menus for over 100 stores. Initially, they would send us menu updates, and we would handle the printing and distribution. However, as the number of stores grew, this process became increasingly complex.

#### We needed a solution that met the following criteria:

**A:** The menus were large-format, often 26" x 51.5", resulting in large file sizes. Most web-to-print solutions could handle standard brochures but struggled with our menu sizes. We also needed the ability to swap out soft drink images and prices easily. Only a few solutions met these requirements, and printQ stood out as the most cost-effective and user-friendly option.

**B:** In addition to menu management, we sought a solution that could serve as a full client-only store. The client promised that if the menu solution worked, we would also secure the fulfillment contract for all their POP needs. After successfully implementing menus, we expanded the system to include approximately 500 products.

**C:** We anticipated the need for custom solutions to address unique client requirements. printQ offered the flexibility to create custom features and hire developers through CloudLab, ensuring we could meet evolving demands.



## What in your opinion sets this apart from other web-to-print solutions?

**A:** printQ excelled in handling large file sizes, a crucial factor for our large-format menus. We mainly used the platform for formular-style designs, such as menus, price changes, business cards, and logo additions. printQ allowed us to restrict design options to maintain brand consistency and reduce the need for client approval.

**B:** The use of PDFlib within printQ was a standout feature. As a designer, I appreciated the ability to add fields directly to PDF files without worrying about layout shifts. The availability of well-documented code snippets and responsive support made this feature even more valuable.

**C:** While we didn't utilize the packaging feature extensively, printQ's packaging builder impressed us with its capability to create custom boxes and packaging solutions.



## Pros and Cons

### What are the flaws?

**While printQ offered many advantages, there were some drawbacks:**

**Learning Curve:** printQ's robust features meant there was a learning curve involved. Understanding the logic and nuances of the system was essential to fully leverage its capabilities. This complexity could be daunting for new users.

**PDFlib Knowledge:** The reliance on PDFlib may be a drawback, as it's not as commonly used in the industry. Users might find limited external resources for help, unlike more widespread tools like Magento.

**Development Costs:** Custom programming and changes to the CloudLab system could incur additional costs. Users with limited experience in web development might find these costs higher than expected.

### What is the advantage of using printQ?

**Platform Flexibility:** printQ is no longer limited to Magento, making it accessible to other e-commerce platforms. Although we remained on Magento, this flexibility accommodated clients using different engines.

**Expert Guidance:** Our representative, Chris, played a crucial role in helping us conceptualize and implement solutions. He translated our requirements into different approaches and strategies, leading to cost-effective and efficient solutions.

**Cost Savings:** A big compliment was when our client had their marketing firm quote what we accomplished with CloudLab's help. They quoted \$100,000 - \$150,000. It did require us to CloudLab for about 50 hours, but it was nowhere near what our customer's marketing firm quoted. And they said to keep using us because we fulfill as well.