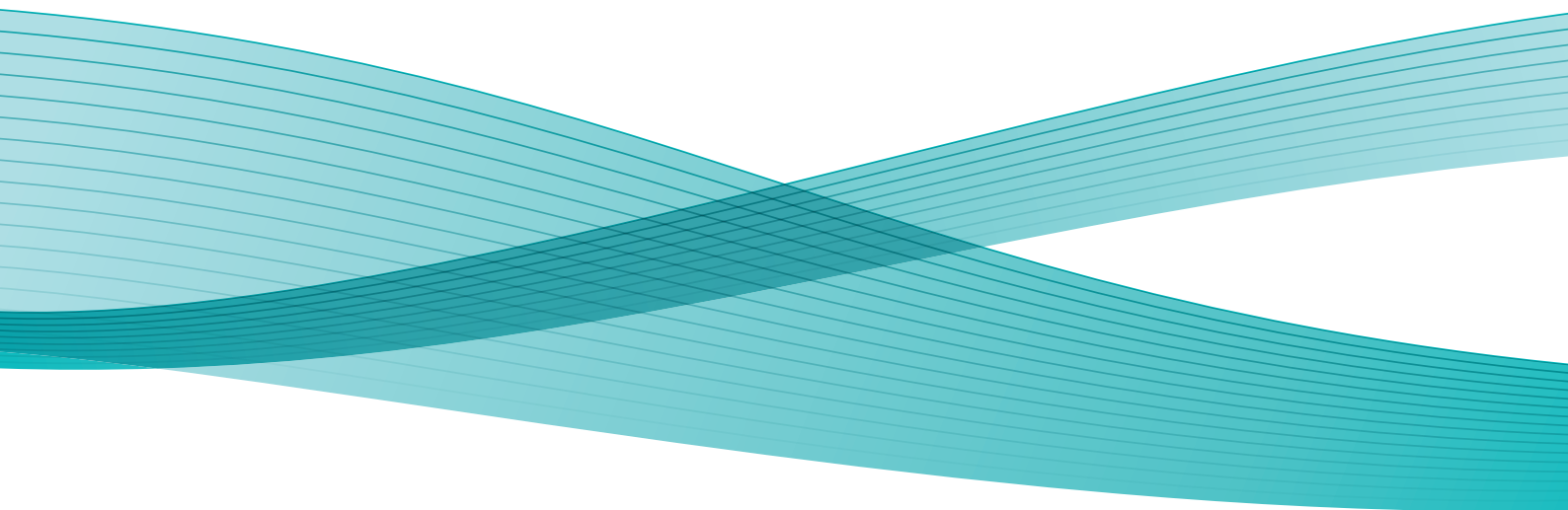


Hopper Group

High quality marketing
collateral at an affordable price



Case study: Hopper Group

High quality marketing collateral at an affordable price

Challenges

- Improve the appearance of marketing materials to excite and engage with customers
- Instantly respond to local market conditions with effective talkers and point of sale materials
- Print high quality colour shelf tickets and talkers in-store at an affordable price

Solution

- Fuji Xerox ColorQube 8570 solid ink printer, coupled with PagePack managed print solution and SignIQ software.

Results

- Ability to print full colour promotions and product information that is attractive, informative, effective and durable
- An affordable low cost colour quote page price with PagePack
- Ability to capture customer attention with print rich documents

“We were looking for a method of printing high quality marketing materials at an affordable price.”

Raelene Hopper,
Owner,
Hopper Group

Challenges

The Hopper Group must ensure that their IGA stores capture customer attention through rich and attractive marketing collateral, colour shelf tickets, point-of-sale material, trackers and talkers.

Each IGA had a monochrome printer in store allowing talkers and shelf tickets to be printed only in black and white. The talkers were then inserted into plastic slips or laminated to preserve the tickets' appearance and protect against spills or dampness. Any colour requirements were designed and printed at head office and then delivered to each store, which proved to be expensive.

“Our stores' promotional materials were really lacking vibrant colour,” said Raelene Hopper. “We were looking for a method of printing high quality marketing materials at an affordable price. We sought a printing solution that ticked all the boxes.”

Solution

The Fuji Xerox ColorQube 8570 solid ink printer allows the Hopper Group's IGA stores to achieve professional marketing collateral. Fuji Xerox reseller Silent Selling recommended the ColorCube 8570, coupled with SignIQ software, to allow IGA stores to run specials and promotions locally and print marketing collateral on demand. The solution allows stores to instantly respond to local market conditions and run in-store promotions with eye catching and consistent marketing materials.



Background

The Hopper Group has interests across a range of retail businesses. The Group's dedication to the delivery of outstanding customer service has seen the organisation grow to become one of metropolitan Brisbane's largest independent food service retailers with six IGA Supermarkets and three bakeries trading under the group's own brand, bRED Bakeries.

The Hopper Group's IGA Supermarkets are located at Cleveland, East Brisbane, Manly, Milton, New Farm and Greenslopes.

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