



Title: Papeterie Dimension Plus – Complete stationary



Title: La Presse – 2008 July 15 Edition



Title: La Petite Vie (DVD box)

trade. While most label companies use direct sales reps, our clients in the trade world prefer to deal with our distributors instead of a competitor who will quote against them," she says.

Now Profecta is pushing to develop new business through agencies. "In the last two years, we've opened 35 new agency accounts, so that's where we're targeting a lot of our publicity," Cyr elaborates. "The digital world is very creative, especially when you add variable-data images. But run-of-the-mill buyers tend to be less creative and care more about how much the label is going to cost. So we try to connect with agencies, designers, and marketing people instead – to show them what our machines can do on a more creative level. They're not printers. We're the printer. So it's our job to let them know what their creative options are and what they will cost."

Accordingly Cyr, who is an artist in her spare time, regularly experiments and brainstorms with production staff to devise new products for the creative agency market: "As more and more people are going digital, they have to find a way to stand out from the next guy," she says, "so I'm constantly thinking of what else our company can do to help our clients create an impact – selling a product by region, for example. A Calgary company can increase sales of its sauce by putting local scenes of, say, nearby Banff National Park on its labels. People are drawn to what

they know. That's going to be the next marketing boom, I think. It's just taking a while for people to understand it."

Another of Cyr's recent inventions was to market sunscreen to tourists with labels showing scenery from various popular beach destinations. Additionally, one of her company's next initiatives is to expand its B2B online catalogue so that consumers, such as home winemakers, can design and order their own labels via the Internet.

Nap-Art Imprimeurs

This year's Gutenberg program also marks the first submission and win for Martin Houle, Director of Sales at Nap-Art Imprimeurs in Montreal. His entry was a coffee-table book printed for a construction company.

Traditionally, Nap-Art, which recently installed a 40-inch, 6-colour Komori, is best known for specializing in placemats, invoices and guest cheques for restaurants in Quebec, the Maritimes, Ontario and Manitoba. But the other half of the offset-focused business is general commercial print for local clients, comprising about 30 percent brokers, printers and photocopy shops. The rest are real-estate agents and other companies of up to 250 employees, including lots of repeats and longtime regulars.

"All markets are pretty similar these days, but maybe Toronto is a bit more price-oriented, while Montreal is more



Title: Casse Noisette (Nut Cracker) self-promotion

Photography of Gold Award-winning projects, and of Imprimerie l'Empreinte's Grand Gutenberg piece, by Transcontinental Transmedia, prepared by Institut des Communications Graphiques du Québec.

people-oriented,” muses Houle. “I’m not a photocopy shop, but still I’m a small printer in a smaller market, and I emphasize personal relationships and a large service offering. I act as a partner with my clients, so that when they’re searching for something, they’ll usually call me first and ask for advice.”

Houle visits his clients regularly at their places of business – a practice that enables him to find new or better strategies for their problems. For example, he recently helped a bread bakery develop a unique tagging system to track the rising time for different batches of dough. Houle has developed most of his working relationships to the point where he feels comfortable in making a spontaneous telephone call to his clients when he comes across stratagems to share.

“The major thing is for us to be close to our client and to charge them the right price but not necessarily the cheapest one. We cultivate clients who want good service and relationships and let the others go,” he explains. “And we don’t just take their orders. Before every single price quotation, we ask questions to determine the real purpose of the job. We take time with each client and try to get a sense of their

real purpose; so then we can act as consultants on the best way to execute each project. We do everything possible to make sure the client ends up feeling sure of what he’s doing.”

Houle says, until now, he has been largely focused on his own internal production and customers, so one of his main motives for entering the Gutenberg Awards contest this year was to try to raise Nap-Art’s profile and meet other people in the industry. Dion concurs that the Gutenbergs remain one of the best ways to be recognized as a quality printer among peers, agencies and customers in Quebec.

Both Houle and Cyr are encouraged by the thought that their Gutenberg Awards will help them win more new business. “The awards will help change people’s perception,” says Cyr. “Since we’ve achieved recognition, new prospects will automatically assume we are a good company and not a Mickey Mouse operation.” ☉

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Title: Un grand musée au cœur d'une grande ville



Title: L'Orange Bleue – Self Promotion



Title: Rapport annuel – SAQ – Annual Report