

## Sir Speedy and PIP Printing Franchises Add New Services to Create High Quality CDs and DVDs



Sir Speedy and PIP provide printing and marketing services designed to help companies grow their businesses. They lead the industry in traditional printing, copying and mailing services, as well as web-to-print solutions, integrated direct marketing tools, promotional products and more. Sir Speedy and PIP are known globally for their commitment to consistent quality through the use of advanced digital technology. They are part of a worldwide network that spans nearly 800 locations in 16 countries.

As photo and print technology has continued to become more digitally based, Sir Speedy and PIP recognize the need to provide more diverse digital output solutions to meet the increasing demand of their customer base. Through the company's relationship with Rimage Corporation, individual franchisees can now offer on-demand digital publishing solutions to satisfy their customers' desire for more video, photo, and data output to CD and DVD.

### THE SOLUTION

Business customers that rely on Sir Speedy or PIP Printing for timely print production now can count on their local printer for high-quality, professional CD and DVD production as part of a complete printing service package. Small businesses, advertising agencies, institutions or individuals can now produce sales materials, presentations, digital audio and video, product manuals or catalogs on disc at the same Sir Speedy or PIP Printing locations they use for signage and other printed materials.

Donald Stocks, owner of a PIP Printing franchise in Greenville, NC,

is using his Rimage 5300N system four or five times per week for customer requests, internal production jobs and archiving all customer assets to disc. Using the Rimage system has allowed him to meet customer demand more quickly and efficiently and with better product quality.

"I am in a high-traffic retail area, and I've done deals for brides where they have burned video to DVD and photos, especially photo imprints on the DVDs," Stocks said. "One wedding customer had a lot of bright and brilliant colors in her ceremony and was blown away by the print quality of the DVD label."

*"Customers notice the superior print quality when compared to inkjet. That's one of the reasons the equipment has more than paid for itself."*

Sean Casey,  
Sir Speedy Whittier, CA

### CUSTOMER

Sir Speedy and PIP Printing and Marketing Centers

### CHALLENGE

Create profitable new service that embraces the digital delivery trend

### SOLUTION

- Rimage Professional or Producer Series system
- Rimage Maintenance
- Rimage Media Kits
- "Want that on disc?" campaign



R I M A G E<sup>®</sup>

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*"The Rimage equipment has exceeded our performance expectations and has more than paid for itself within six months. We are considering buying an additional system to satisfy future customer demand."*

Gerry Fath,  
Sir Speedy, Linthicum, MD

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## RIMAGE SOLUTION

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## RETURN ON INVESTMENT

Other franchisees have realized the customer service benefits of using Rimage equipment in-store, and most have seen a sizable return on their original investment.

"Our Rimage purchase was a great decision. Customers love the quality of the Everest-printed discs because it helps them promote their company image. As a service, it's very marketable."

Brian Doerner,  
Sir Speedy Sarasota, FL

"The Rimage machine is the perfect size for our operation, ideal for niche markets. Customers notice the superior print quality when compared to inkjet. That's one of the reasons the equipment has more than paid for itself."

Sean Casey,  
Sir Speedy Whittier, CA

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## UNIQUE PRINTING TECHNOLOGY THAT LASTS

Rimage digital publishing systems are equipped with the renowned Everest thermal retransfer printing system. Everest technology delivers waterproof, scratch proof, photo-realistic disc printing bonded directly to the surface of the disc. These full-color discs are the industry's most durable printed discs and will not scratch, peel or fade over time. Compared to inkjet-based systems, the Everest printer is faster, tracks exactly how many discs can be printed with remaining ribbon to allow unattended use, and has a fixed cost per disc when printing full-color labels. This makes it easy to offer standardized pricing while supporting your customer's most vivid and complex disc artwork.



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