

## **Ox Industries**

Custom Branded Store Front,  
Print Production  
and Fulfillment

9-12-15

## Project Understanding

In today's business environment, efficiency and convenience is crucial when it comes to ordering print collateral and promotional items. A well organized, well built online storefront will streamline the ordering process and provide a complete system for employees to place orders and receive their materials quickly and easily.

Our goal with this project is to create a storefront for Ox Industries that is well organized and easily accessible by employees. From our understanding, the new storefront will achieve the following:

- A clean, organized interface for employees to order print collateral and download important PDF documents online.
- A system that is categorized by company division under which the products pertaining to that division will be cataloged.
- Monthly reporting on products purchased by division with total costs and inventory levels.
- Consistent, high quality printing and color matching across all items.
- Integrated order approval process for Administrators to approve and make changes to orders before orders are released for fulfillment.
- A system that is easily accessible by every employee with a direct link from the main website.
- A variable system to allow employees to order business cards for each division through an interactive page that will allow for design and content approvals on demand.

With the advancement of technology and the programming capabilities, ordering marketing materials online has become easier than ever before. Our experience at Caskey Group has combined the latest technology and custom programming with the highest quality printing and fulfillment in the industry.

Our 27 year experience has also taught us that the best systems and latest technology isn't the only aspects to a successful program. Our staff and the partnerships we create with our clients are the keys to every program we have established over the years.



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## **Contacts**

There are many different dedicated employees behind the scenes here at the Caskey Group. The following are the main contacts and also the staff that will be involved in every aspect of this project:

**Jason Martin - Creative Director - 717-764-4500 - Office 717-465-7394 - Cell**

**Ann Zortman - Customer Service Manager - 717-764-4500**

**Christy Sumbury - Marketing Manager - 717-764-4500**

**Sue Gohn - Integrations Programming Specialist**

**Swiler Delp - Integrations Programming Specialist**

**Rob Trebatoski - Prepress Manager**

**Jeff Yohn - VP of Communications**

**Dan Hess - Shipping and Receiving Manager**

FTP Upload - [www.caskeygroup.com](http://www.caskeygroup.com)

## Print Pricing

The following pricing is based off of the materials provided in the initial meetings and also off the current storefront. Full estimates and specs are provided separately for more details. Inventory of all items will be established except for the business cards which are print-on-demand:

Item & Estimate Number	Divisions	Quantity & Pricing
<b>Single Sided Business Cards - E49300</b>	Industries, Tube & Core, Paper Board	250 - \$64 500 - \$71 1000 - \$84
<b>Double Sided Business Cards - E49442</b>	Engineered	250 - \$84 500 - \$94 1000 - \$114
<b>Pocket Folders - E49306</b>	Engineered, Paper Board, Tube & Core	1000 - \$2,735 2000 - \$3,596 3000 - \$4,489
<b>Ox ISO Sales Brochure - E49292</b>	Engineered	1000 - \$771 2000 - \$870 3000 - \$942
<b>Ox Thermoply One Sheet - E49296</b>	Engineered	1000 - \$435 2000 - \$499 3000 - \$682
<b>Ox SIS One Sheet - E49296</b>	Engineered	1000 - \$435 2000 - \$499 3000 - \$682
<b>Tube &amp; Core Booklet - E49303</b>	Tube & Core	1000 - \$1,249 2000 - \$1,465 3000 - \$1,697
<b>#10 Regular Envelope - E49420</b>	Engineered, Tube & Core, Paper Board, Industries	1000 - \$196 2000 - \$229 3000 - \$264

## Print Pricing (cont.)

Item & Estimate Number	Divisions	Quantity & Pricing
<b>#10 Window Envelope - E49421</b>	Engineered, Tube & Core, Paper Board, Industries	250 - \$200 500 - \$237 1000 - \$275
<b>9x12 Booklet Envelope - E49424</b>	Engineered, Tube & Core, Paper Board, Industries	250 - \$243 500 - \$307 1000 - \$385
<b>10x13 Catalog Envelope - E49422</b>	Engineered, Tube & Core, Paper Board, Industries	1000 - \$281 2000 - \$367 3000 - \$468

### Items not currently on storefront.

<b>7x7 Adhesive Backed Label - E49287</b>	1000 - \$1,023 2000 - \$1,532 3000 - \$2,053
<b>4.25 x 11 Rack Card - E49290</b>	1000 - \$235 2000 - \$338 3000 - \$461
<b>5.5 x 8.5 Blank Postcards - E49289</b>	1000 - \$235 2000 - \$338 3000 - \$461

\*All pricing is good for 30 days. Inventory levels and reorder points will need to be established. Caskey Group will provide printed samples on the different paper stocks to match reds and develop standards for color consistency and quality across all pieces.

## **Storefront Setup and Maintenance**

Caskey Group will create and maintain a custom branded storefront utilizing Pageflex technology. The storefront will be built to include all printed materials needed, pdf downloads for stationery and other important documents. The system is expandable to include as many printed products as needed by your company along with promotional items, apparel, banners, displays & tradeshow materials.

Caskey will also produce and inventory all printed materials needed and will maintain proper inventory levels. Caskey will also fulfill and provide custom shipping for all items ordered through the store front. Orders can be delivered via Caskey truck to all Hanover, PA locations.

### **The Following Custom Features are Included:**

- Custom Design and Organization of Products by Division
- Loading 10 - 20 Print Products Along with 10 - 15 PDF Downloads with Files Provided by Client
- Monthly Reporting to Include - Orders Placed by Division, Current Inventory Levels and Order Totals
- Automated Email Order Approval Process for Administrator
- Interactive Variable Business Card ordering and Print on Demand
- Monthly Security and Product Updates
- Custom Fedex Shipping Option or Caskey Truck Delivery to Hanover, PA Locations

**One Time Deployment - \$450**

**Storefront Setup and Maintenance - \$300/month (5% discount if paid 1 year in advance)**

**\$10 Per Order Pull Fee (Billed Monthly)**

**Fedex Shipping Rates (Billed Monthly)**

Inventory items and one time deployment will be billed Net 30 terms. All order pull fees, storefront setup and maintenance and shipping fees will be billed at the end of the month. Payment is due on the 15th of the following month.