

**68 STORES AND OVER 50  
DIFFERENT PRINTED PRODUCTS.**

**WORKING WITH NIGHT OWL.**



printcraft



**With over 16,000 individual items, Printcraft work closely with convenience store franchise Night Owl to print, pack and distribute to 68 individual stores on a bi-monthly basis.**

**What makes this logistics operation more complex than the others - the sheer number of products and price variations available. Relying on Printcraft to manage this process from start to finish helps the team at Night Owl sleep better at night.**

**Customer:** Night Owl Convenience Stores

**Website:** [www.nightowl.com.au](http://www.nightowl.com.au)

**Industry:** Retail Food & Convenience

**Product:** General Grocery Items

**Challenges:** Night Owl needed a partner to accommodate their tight time frames to accurately pick, pack and deliver quick turnaround point of sale campaigns.

**Solution:** Partnering with Printcraft to 'make it happen'. Combining offset, digital and large format printing, with pick and pack logistics and distribution.

**Results :** Over 30 campaigns delivered on time.



### Background

In a time of bell bottom jeans, disco and the Rubik's cube, a man named Rod saw a gap in the market for a store offering traditional grocery items, fresh fruit and vegetables and BBQ chickens. A store open 24 hours a day, 7 days a week servicing those last minute 'must haves and forgottens'. So the first ever NightOwl store was born at Milton Road in Auchenflower in 1987. \*

In 1995 Night Owl was floated on the stock exchange before being bought out by Retail Services Ltd in 1996.

With a new injection of funds and fresh ideas the franchise grew to 32 stores in 2001 and was then purchased solely by individual David Hodge. In 2007 it was purchased by Adam and Katrina Adams.

With a stable Brisbane based marketing team and a loyal customer base there are plenty of exciting things happening for Night Owl this year, including the implementation of their own online ordering portal. \*

### The Challenge

Night Owl were struggling with their previous supplier. Deliveries were incorrect, time frames blown out and product was often of a poor quality.

With only a week to collate and despatch all products for in store launch dates, they were falling short of their deadlines and upsetting franchise owners.

Finding a new, reliable supplier was a must.

### The Solution

Although many put their hand up to work with Night Owl, the logistics of producing, packing and distributing the product in the necessary time frame required an experienced professional.

With regular pick and pack campaigns for the likes of Lorna Jane, Zarraffa's Coffee and Allianz Global it was easy for Printcraft to demonstrate the expertise required to handle Night Owl's demands.

Digital Printing - core flute and light box banners.

Large Format Printing - shelf talkers, price tickets, electrostatic and sticker collateral.

Logistics - receiving a spreadsheet from the Night Owl marketing team, Printcraft consolidates the requirements for the upcoming campaign. Occasionally there is the co-ordination of externally supplied promotional products like football socks and 'scratch-it' tickets to include.

Printcraft then produces, packs and distributes up to 60 different items per campaign to each of the 68 franchise locations throughout Queensland and NSW.

