CLASSIC CRAFTSMANSHIP
INNOVATIVE THINKING
JOIN THE CLUB

THE KEY TO OUR SURVIVAL

THE MORE YOU ADAPT, THE MORE INNOVATIVE YOU ARE

People often ask me how Printcraft has continued to grow in these challenging industry times.

For me, the answer is simple. Invest wisely in technology; embrace change; empower our people; and continue to develop a winning culture throughout every area of the business. Our thinking and attitude are wired to look for solutions outside of just putting ‘ink on paper’.

That’s why we’ve diversified as we have. In a custom built, fully refurbished factory, our two new, fully automated and colour controlled presses, produce over three and a half million, double sided colour sheets each and every week. Printcraft also boasts a full service, Australia Post mail house; a dedicated pick, pack and logistics operation; custom direct mail equipment; digital printing technology including a HP Indigo press; and large format posters, banners and signage.

I’m also proud to say, every day we increase our knowledge and resources in a digital and multichannel space. PIVOT, our marketing automation software, caters for simple web2print solutions, right up to multiple touch point, cross media campaigns.

Again, it’s adding value to the clients who simply ‘want more’. Because ‘more’ is what we do.

Matt Naughton
General Manager
ONE STOP PRINT SHOP
HEARD THAT BEFORE? THIS TIME IT’S ACTUALLY TRUE!

Two offset presses running 24 hours a day. Two digital presses covering quality and volume. Large format, ink jetting, black and white laser and plastic cards. It’s the hub of all things print, from stationery to banners, catalogues to direct mail.

Printcraft is the genuine one stop print supplier, which is why our customers love dealing with us. Our experience, equipment and know how mean little is beyond the scope of our capabilities.

Whether you're targeting an individual, a suburb, or an entire country, our 24 hour production plant goes the extra mile to 'get it done'. Just ask our customers.
Despite the ever increasing number of communication channels thrown at us, direct mail is still one of the most successful. This makes our Australia Post accredited mail house the perfect compliment to our business.

Providing an end to end service, Printcraft starts by preparing your data and sorting for the very best postage rates available. Send your printed piece in either a plastic or envelope carrier, or consider creating a ‘self mailer’ on our custom machine.

Personalisation? No problem! Our PIVOT software can generate highly personalised mailing pieces to resonate and engage every customer.

It’s all in a days work for the team at Printcraft mail.
Ever wondered who packs the catalogues, banners and point of sale material for all the Night Owl stores in Australia? Or who sends the posters to suit every Lorna Jane shop window in the country? Printcraft Logistics.

With a dedicated factory, online ordering and staff well versed in customer requirements, we get your product to market on time and on budget.

So next time you see a Printcraft Logistics van, know we’re managing more than just a delivery. It’s another of the end to end solutions we provide.
Automate your marketing needs with a custom built, online portal.

Driven by templated artwork, the site simplifies many of the day to day print, digital and logistics requirements of busy marketers.

Printcraft’s PIVOT portal differs from other online ordering platforms, with the inclusion of both print and digital channels. Automate letterbox drops, addressed mail and even email campaigns.

Not something you’d expect from a printer!
PIVOT reaches far beyond basic web2print, with data driven cross media campaigns.

Build a flow chart of multiple touch points and ‘what if’ contingencies, across both print and digital channels. Then add the engagement factor. Driven by your customer data, personalise and customise each and every message.

It’s creating relevant, engaging and personal marketing campaigns within an automated, data driven loop.

PIVOT Cross Media campaigns. It’s making marketing personal.
Want to get inside 83% of Australian households?

According to Australia Post, that’s how many of us take the catalogues, flyers and brochures we receive with the normal addressed mail, into our homes.

The perfect partner to our print and mail services, Printcraft’s letterbox division manages every aspect of these campaigns, from geo targeting to design, print and distribution.

Get your product or service inside Australian homes and businesses. It’s tangible, measurable and still successful.
Bringing new inspiration and product to 130 Australian stores each month is no easy task, but this dynamic team is fully committed to the goal. As the ‘go to’ brand in women’s activewear today, Lorna Jane is always three steps ahead of her competitors, so partnering with the right supplier is a must. How else could they ‘make it happen’ every single month?

Background
Lorna Jane Clarkson doesn’t just make activewear. She invented it!

Best known as the founder, head designer and creative inspiration behind the phenomenally successful brand Lorna Jane, Clarkson began designing full time back in the 90’s. Frustrated by the dull and uninspiring gym wear available for women, she ‘took matters into her own hands’ by sewing her own aerobics outfits. It seems active women of the day knew a good thing when they saw it, and from these modest beginnings the brand has snowballed into today’s empire of over 200 stores across Australia and the United States, as well as stockists in Europe, the UK, Africa, Asia and the Middle East.

Instantly recognisable by the three icons, the slightly ‘off kilter’ combination of the founder’s initials “LJ”, the brand has evolved well past a clothing retailer. Now a fitness philosophy, it includes cookbooks, work out inspiration and health living advice.

The Challenge
To sum it up in three, time, logistics and resources. With a dedicated marketing team balancing monthly campaigns with the hectic day to day requirements of 130 stores, resources were tight. This demanded a print partner who could not only produce the required collateral, but manage the pick, pack and freight, all with a minimum of fuss, on a tight time frame.

The Solution
With a long standing relationship with Lorna Jane, Printcraft were able to offer the right ‘make it happen’ solution. Providing large format, offset and digital printing, combined with pick and pack, distribution and tracking services it was a winning combination.
OFFSET PRINTING.
Best known for their high end Lookbooks, each month Lorna Jane take you on an adventure with fresh new products, models and locations. Find these on display in every store across the country.

LARGE FORMAT PRINTING.
It’s hard to walk past a Lorna Jane store without being stopped by the striking images, hanging larger than life, in the front window. Changing each month in line with the Lookbook, these banners represent the brand at its best.

DIGITAL PRINTING.
For those smaller print runs it’s great to have consistent quality and colour throughout the campaign. A4 point of sale, swing tags, stickers and fit feed cards.

LOGISTICS.
Consolidating all of this material, plus occasional product supplied directly from Lorna Jane, Printcraft packs requirements unique to each store. Working to a strict launch date, it’s always a crazy few weeks freighting and following up on deliveries.