



## Printing Nest Company Store Case Study : Company Swag & Materials Store

### About the Client

A Leadership Development and Training Direct Sales Organization with thousands of Consultants who host training seminars throughout the country, and tens of thousands of participants who attend seminars each year.

### Their Challenge

The Company HQ required a streamlined portal that would allow 2 levels of access for purchasing their seminar materials and swag products.

The Company needed a system that would allow permissioned access for their Consultants to simply click into their Company Store, using SSO technology, from their intranet platform. Inside that Company Store the Consultants could order their training packets, conference materials, event banners and credential lanyards, as well as their approved promotional swag items like challenge coins, apparel, drinkware, and writing instruments.

They also required a second level of permissions that would allow the general public to view a narrow selection of their branded merchandise, at a different price than the Consultants.

### Their Needs

The Customer needed the following solutions...

- Online store showcasing available materials for purchase
- Permissioned ordering capability for two types of buyers
- SSO capability for permissioned users to access store
- Live inventory reporting
- Off-site warehousing and inventory management
- On demand print service for welcome materials and training packets
- Same-day pick-pack for quick delivery of inventory items
- Stripe account credit card processing
- Customized accounting and report delivery on schedule with the monthly
- Reconciliation schedule



## Our Solution

Working closely with the CEO, CFO, and their Partners, Printing Nest designed a clean, cohesive, and feature-rich online web store with one catalog open to the general public and a separate catalog selection for specially permissioned users.

Printing Nest offered the industries best product choices for the Company to curate into a 45 product catalog in a varying range of price points. All products were expertly decorated in accordance with the Company brand standards and delivered to Printing Nest's 40,000 Sq Ft. facility in California for centralized order distribution.

Along with the web platform, up-to-date product selection, and storage capability, a robust reporting suite was created to allow the Company insight into their live inventory levels, their monthly store sales, and a summary of their invoices for reconciliation. These reports were set to email on their preferred schedule automatically.

The website was able to accept its first order 10 working days after the agreement was in place, and the first print-on-demand orders were delivering to their Consultants a few short days later.

## Results

Within a 6 months of site launch the store has accepted 200+ orders from their Consultants.

Consultants are reporting that they are pleased with being able to order exactly what they need to host their seminars quickly and easily, and the swag items they are able to purchase are reinforcing their pride in the Company.

Since launch the online catalog has expanded to 67 individual skus, many with multiple product options and variable prices. Print-On-Demand products are ready to ship in 3 days or less, On-Demand apparel is shipping in 5 working days or less, and products from inventory are shipping within 24 hours of order receipt.



Integrated With Your Site  
or Stand-Alone



Inventory Warehouse &  
Same-Day Shipping



Turn-Key Ordering &  
Flexible Accounting



Industry Leading  
Swag Experts



Reduce Costs &  
Expand Reach



Control  
Your Brand

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