

CASE STUDY

LATCHAM DIRECT

WHO

Based in Hengrove, Bristol, Latcham Direct has achieved a great deal of success since its launch in 2010. They offer a range of data management, digital, print, marketing and fulfilment solutions to customers throughout the UK and have a great deal of specific sector insight. The firm prides itself on delivering bespoke, market leading solutions and exemplary customer service.

Latcham Direct won a big contract with a significant amount of new business resulting in the need to gear up their booklet making facilities. With a print show coming up, they arranged multiple demonstrations of a variety of booklet makers from different suppliers, which included Duplo, Morgana and Watkiss.



WHAT

The new business they had won, gave them the need to produce high volume, personalised booklets on a daily basis.

They also wanted to:

- Produce 8-32pp A4/A5 format
- Run landscape booklets
- Meet their budget
- Ensure a smooth installation from a trusted supplier to not damage production times



“Our eyes lit up when we saw the iSaddle, when we realised what it can do, we knew it was exactly what we were looking for”

Colin Mattinson, Director of Operations

SOLUTION

Viewing the standard range of booklet makers on the Duplo stand, their demo at The Print Show was interrupted as they saw the iSaddle just behind it. Amazed at what the saddle stitcher could do against the other booklet makers they had viewed that day, they knew it was the one to support them in their business.

The iSaddle has also:

- Given Latcham Direct the ability to produce fully digitalised and personalised booklets
- Increased flexibility to change production, with an ease of use
- Reduced the amount of overtime costs
- Substantially reduced turnaround times from 1 or 2 days to 1 or 2 hours
- Provided the ability to export production data files to support job accuracy information to their customers

As well as all of the above, the iSaddle has given their sales reps the confidence to support further sales to new and existing customers. It has not only played a contributing factor to the business growth but has helped retain staff and opened new job opportunities for other operators.