

ROMAX™

ISSUE 7

The power of
handwritten notes

A new marketing
dimension!

Client Technology
Update

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Attention- grabbing marketing technology





Client Technology Update – Investment for you



CHARLIE BROWNING
DATA & PRINT SERVICES MANAGER
cbrowning@romax.co.uk
+44 (0) 20 8293 8550

Romax has invested heavily in technology and people over the last 12 months in areas where clients will quickly see the benefit. Here is a short round-up.

MEMBERSHIP SERVICES – SIZE MATTERS...

...when you are printing membership cards, and as we all know it's what you do with your card printers that matters. Our range of small but powerful card printers enables high quality, full coverage, completely variable card production for on demand high variance requirements.

Short run full colour print variable content on membership cards dispenses with the need to have thousands of pre-printed cards using artwork which may change from week to week.

If your runs are longer or have an over-size card requirement – we have the card printer to help!

PERSONALISING YOUR PACKAGE

Gone are the days when you pre-printed stock and 'called it off' for a print job. Your regular communications can now be produced on a daily basis from plain base stock.

Data feeds into an automated platform, produces the required output documents including personalised print, cards, envelopes and content for onward output. Full colour envelopes printed on demand, cards printed to request, and packs despatched within 24 hours. No storage required!

Further investment in our On-Demand Print Facilities provides you full flexibility in your message and improves delivery to your customers. When it comes to focussing on what truly helps you to impress your clients, our dedicated team and impressive set-up are just the ticket.

COLOUR DIGITAL PRINTING - ADDING DEPTH TO YOUR SERVICE!

What will help you stand out from the crowd in your market? Printing on thicker, bulkier stock than before? Recent investment enables our clients to rethink their communications to consider personalised packaging or personalised marketing, helping you to stand out from the crowd. The subliminal message you send to your client is the 'feel' of the piece. We can now print up to a thickness of 630 microns or 530gsm - which is impressive! If you want to feel (see) a sample let us know.

Out with the Old and In with the New – It's not all Black and White

This year we followed up with another investment in our mono digital printers by replacing 2 mono presses with 2 newer models to ensure our reliability and capability stays as high as it can.

CUSTOMER COMMUNICATION MANAGEMENT (CCM) AUTOMATION PLATFORM

Our new CCM platform enables automated and 'real-time' creation of live, data-populated documents that can be instantly shared electronically through a RESTful API or SFTP interface. It can all happen in the milliseconds it takes to reload a webpage or clicking a button. Simply put, client applications such as CRM systems or Live Website Interfaces, can send data to Romax through a secure link to populate the document and then following agreed business rules, send documents electronically via emails, SMS's, HTML or printed comms in the post.

1. A welcome email with an insurance certificate attached, perhaps with login information
2. SMS with login password
3. Show a record of all communications in a secure customer portal
4. Have the membership card sent along with the above documents and a policy wording booklet out in the post

TO FIND OUT MORE CONTACT US AT HELLO@ROMAX.CO.UK OR 020 8293 8550.

A new marketing dimension!

LENTICULAR PRINTING

Lenti What? I hear you say.... Let us expand

Lenticular printing is a technology in which lenticular lenses are used to produce printed images with an illusion of depth.

Common terms for lenticular print include "flickers", "winkies" (our favourite), "wiggle pictures" and "tilt cards".

Effects range across:

- **3D depth** (without glasses)
- **FLIP** – 2 or 3 different images overlaid on each other where slight left to right movement changes the image
- **Animation** – Converting frames from a video clip and creating moving print

Lenticular printing is the only specialism in the world that involves printing on to a transparent clear plastic with an array of optical lens ribs across the surface. Images are printed on the back of the film and when viewed through the optical lens on the front they create the moving image.

Working exclusively with this innovative material and our print partner, Romax can now deliver print solutions that enable you to promote your products and services using a more visually impactful and engaging way, that standard flat 2D printing just cannot.

Complex software and pre-press digital artwork preparation historically made access to this print costly. Our partner Lentico has changed this by pioneering an image conversion portal that streamlines the process for a modern market.

NOW... THE SCIENCY BIT...FOR THOSE THAT LIKE IT TECHNICAL!

3D PRINTING

Three-dimensional vision is achieved by merging the image data from the left and right eyes within the brain. This phenomenon is called parallax. It shows the apparent placement of an object relative to its background when viewed from slightly different positions.

The web-based conversion process creates a stereoscopic effect by converting standard 2D imagery into a multi-layer 3D file which the software automatically fills in by interpolating the pixels between the layers. When printed on to the reverse side of a lenticular sheet each lenticule creates a stereo pair thus allowing the viewer to perceive a 3D depth effect from different angles without the need to wear special glasses.

2D to 3D Conversion - A process whereby multiple layers of different elements are interlaced together to create the illusion of three dimensions. An innovation that Lentico are proud of

is the unique lenticular print portal. It has taken 4 years of R&D to pioneer image conversion technology designed to make lenticular printing more cost effective for customers who want to use the unique effects that lenticular offers in their printed promotional materials.

FLIP PRINTING

A lenticular effect that in its simplest form contains two images and shows them one at a time to the viewer as his/her viewing angle to the lens sheets changes. The software automatically interlaces 50% of each image behind a lenticule. With a slight movement of the head to the left one full image comes into view and then to the right the second image comes into view.

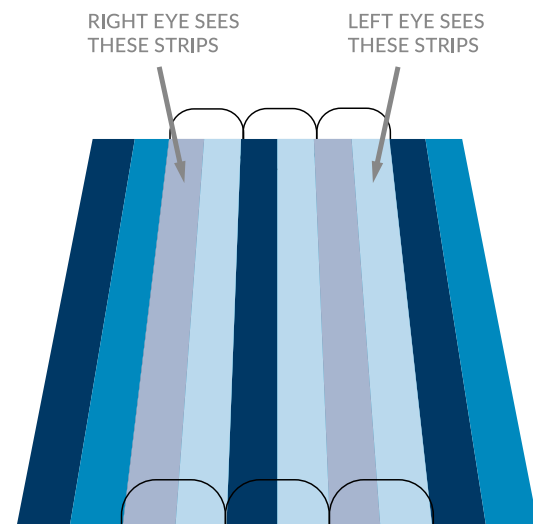
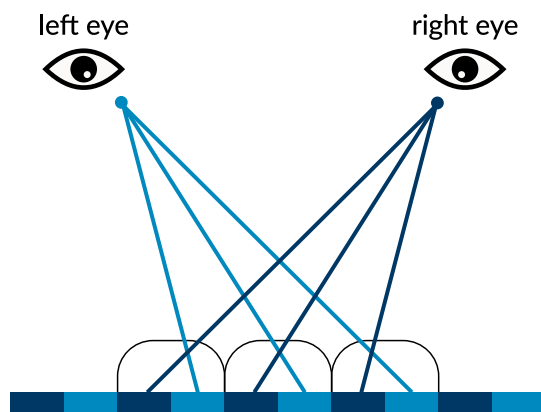
The creative potential of this product is enormous, offering you the opportunity to use extreme contrasts of image to visually project your promotional message.

Examples such as: classic/modern; young/old; plain/colourful; past/future are just a few ways to use the power of FLIP printing.

We can combine lenticular print with personalised communication, so your data can drive the message behind the image!

IF YOU ARE INTERESTED IN LENTICULAR PRINTING, PLEASE CONTACT US TO DISCUSS IT FURTHER HELLO@ROMAX.CO.UK OR 020 8293 8550.

LENTICULAR PRINT



Profit from the power of handwritten notes

PERSONALISED NOTES PENNED BY ROBOTS.

Although it might seem antiquated in our digital age, a handwritten message still conveys esteem and promises attention in a very powerful way. This is a very important aspect if you want to make your message stand out from the crowd and grab a piece of the very limited and exclusive “attention budget” of your audience.

Hand writing your own notes is always the best option, but not everyone has the

time! This is where Romax working as Pensaki's UK partner becomes your best alternative to self-written messages that stand out amongst all that digital noise.

HANDWRITTEN NOTES CREATE MASSIVE IMPACT

Since 2014, Pensaki (Japanese for fountain pen nib), has created thousands of personal notes penned by friendly robots. Sending 500 or 50,000 authentic looking handwritten postcards effortlessly.

Humans and machines work together in perfect harmony, with a special focus on data quality before creating and sending the handwritten messages. Customers can either select one of the standard handwriting styles or use their own personal handwriting! All messages are written with a fountain pen or ball pen based on your preference. All documents can be extensively personalised with unique messages, not just the salutation.

Meaningful personalisation can be challenging, but in the right hands can be hugely impactful. Understanding how to leverage personalised communication to create marketing pieces that forge memorable and meaningful connections between the brand and the customer is mission critical. The recipient appreciates the creativity and the time invested by the sender. For a message to be perceived as meaningful, it must convey a corresponding quality or value; and what could be possibly more valuable than a personal “handwritten” message?

EXPERIENCE VERY HIGH ROI

This thoughtful approach to communication delivers astonishing business results, both in the B2B lead generation or B2C customer retention context. e-Commerce companies in particular appreciate the importance of influencing the psychological power of handwritten messages to create an emotional connection with their customers. The business case for handwritten messages is very strong. Sending handwritten thank-you messages can even reduce return rates by 33% or help companies in the context of win-back strategies with companies achieving 9-12% win-backs.

Few areas have experienced changes as rapidly as those driven by digitalisation. A study by Adobe found that marketing has changed more in the past 2 years than in the past 50.

Recently, thought leaders in marketing have come to understand the limitations of digital marketing. They understand that a smart combination of online and offline marketing delivers substantially better business results and they are investing heavily in their omni-channel strategies to create a meaningful customer journey that provides user choice!

In the B2B lead generation context customers using penned communications achieve response rates of 10 to 40 per cent. Recipients recall personal writing months later.



FOR MORE INFORMATION PLEASE CONTACT US AT HELLO@ROMAX.CO.UK OR 020 8293 8550



CAROL CRITCHELL

Job Role: Finance Manager

KEY ROLE: Carol manages the finance department at Romax, covering purchase and sales ledger, creditors, debtors, bank, cashflow and salaries. Carol reports to Ian (FD) and Robin (MD) on a weekly basis with reports and activity.

LENGTH OF SERVICE: 13 Years

AGE: Ageless is a better description - the youngest looking Grandmother we know!

Why is Carol a super hero?

Carol's super hero quality would be the ability to actively tune-out. Sitting in a small office with Robin, Margaret and Alina, with a constant flow of employees, calls and interruptions, Carol's ability to focus is unquestionable. Often heard to say that she "goes into her own little world of finance". She has an unparalleled ability to focus that many others can only strive for - we yearn to learn from the Master.

Why else does Carol stand out?

Running the accounts department is no easy task and it is always pleasing to know that suppliers do not have to chase payment, staff never have queries and everyone gets paid on time! Carol's monthly adventure around the business provides much joy as she hands out well deserved pay slips!

Company Record Holder

Carol holds the company record for the number of Amazon parcels delivered to work per employee per working day (we have calculated that there is a ratio between children/grandchildren per person and the number of Amazon deliveries!!)

What the Boss says:

Carol's work ethic and trustworthiness is without question. It is very reassuring to have Carol working with me to ensure that the accounts are in great shape. Having someone like Carol who simply knows what to do and more importantly just gets on with it means a great deal.

Thanks for your continued hard work it is greatly appreciated.

ROMAX Employee Focus



ALINA AGARKOVA
MARKETING MANAGER
aagarkova@romax.co.uk
+44 (0) 20 8293 8550

One Week Without for Porchlight

Have you ever slept outside? Do you know what it feels like? Could you give up hot showers, cooked dinners or even a warm bed? 6 brave Romax employees do, they helped Porchlight to raise money for homeless people by giving up one or more of their home comforts for a week.

Chenyse Taylor, Nick Kenyon-Muir, Charlene Plows, Carol Critchell, Elisa David and I all gave something up between 4th February and 29th March. Our team gave up home comforts including: hot dinners, hot drinks, hot showers, warm beds, sweets, chocolates, crisps and fizzy drinks. Elisa took it to the next level and gave up EVERYTHING on the list.

It's hard to appreciate what homeless people go through every single day - this goes some way to help understand and highlight the issue.

Sadly, the number of homeless is increasing. Last year, Porchlight found 834 people sleeping rough... five years ago that figure was just 148. We want to help Porchlight to be there for everyone that needs support.

We managed to raise **£700** in total. Team members alone have raised **£350** and Romax topped up **£10** for each forfeited comfort per participant; that's 35 so **£350**.

Thank you to all our supporters and generous donors. We are glad that we can help Porchlight with their work helping the most vulnerable people in our community. The campaign "One Week Without" may be over, but our fundraising is not. We "dream big" and over the year are aiming to raise **£5000** for Porchlight.

If you would like to help please visit:

[HTTPS://UK.VIRGINMONEYGIVING.COM/TEAM/ROMAX](https://uk.virginmoneygiving.com/team/romax)



CHARLENE PLOWS



NICK KENYON-MUIR



CAROL CRITCHELL



CHENYSE TAYLOR



ELISA DAVID



ALINA AGARKOVA



Snowdonia challenge 2019



A team of 9 Romax employees will be pushing it to the limits this summer by participating in the Snowdonia Challenge. This involves walking 100 km in three days. We will start the challenge on 28 June walking through the Snowdonian mountains and forests. AND because it's there, we are going to climb Snowdon on the fourth day too! All with the aim of raising money for our charity – Porchlight.

This will be test of physical and mental strength and teamworking that will take us on a journey of self-discovery.

The team is currently training and walking as much as they can. However, not everything depends on training. Weather conditions can vary, and we may face extremes of weather. Blisters will be a problem no matter what and exhaustion will play a big part. Each team member understands the possibility that we may not all complete the challenge, but we intend to approach it together and support each other on the journey.

At Romax, we believe in supporting our community and this year we are on the way to raising our target of £5000 for Porchlight. The Charity helps people in our community by providing homeless people with food and shelter and preventing people from becoming homeless.

Just last year Porchlight responded to 16942 calls from people in need, 79% of people found on the streets of Kent were helped to move off the streets. 439 People received support in the housing project and 95 people have found paid employment. We are proud to support Porchlight's work, so those in need get the help they deserve.

If you wish to help Porchlight to continue their fantastic work, please visit our fundraising page to donate:

UK.VIRGINMONEYGIVING.COM/TEAM/ROMAX

ROMAX – SPECIALISTS IN DATA DRIVEN COMMUNICATION MANAGEMENT



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MANAGEMENT



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MEDIA



MEMBERSHIP
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DIRECT
MAIL



DIRECT
MARKETING



SOFTWARE
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SOME OF THE ORGANISATIONS WHO WORK WITH ROMAX



Emma Bridgewater
Feels like home

metfriendly
save, invest and protect



SOUTHBANK
CENTRE

plusnet
We'll do you proud

soe Society of
Operations
Engineers

V&A

