

## community •

# Tailored Printing launches online print shop

Local printing distributorship adds new online capabilities

By Bridget Ingebrigtsen, Editor

Tailored Printing, 1024 West Lawrence Ave., has started offering on-demand printing through a new subsidiary called 123GoPrintNow.com.

While many printers in the Springfield area allow for customers to transmit their files online, Tailored Printing's site, which was launched in October, allows for an all-online experience from quotes to payment. The company provides graphic design, one-color to full-color printing, advertising specialties and imprinted apparel. As a printing distributorship, the company does not have printing equipment on-site.

The new web site is an expansion of what Tailored Printing has offered to individual clients over the years, said owner and president, Kevin Slot.

"For the last several years, over 100 United Ways from Florida to California have used our customized online store, collaborativeorders.com, to order campaign products together, in bulk, at a reduced price," he said. "Other clients utilize a slightly different online ordering model. For example, Kerber, Eck & Braeckel, who are headquartered in Springfield but have branch offices in other cities and states, wanted to retain corporate identity across these companies. So, each location has a password-protected custom online catalog of their specific items, ranging from commercial print (letterhead, etc.) to advertising specialties and imprinted apparel."

Polly Danforth of Morning Star Design, a local graphic services firm, said she has used Tailored Printing for years and is anxious to try the new site. Danforth said she actually uses a variety of local printers for her projects because they all seem to have their own niches. "There's one place I go to when I need raised lettering on business cards, another place when I need presentation folders and then sometimes I go where my client

requests that I go," she said.

She uses Tailored Printing in particular for projects that require foil finishes and is also interested in their UV coating finishes.

Danforth noted that Springfield has a great variety of printers, "although the herd is thinning a little bit."

Slot said his primary target is still Springfield and Central Illinois but he anticipates he may pick up business from across the country as it competes with sites such as printplace.com and vistaprint.com. For example, for a quantity of 1,000 trifold brochures, 123GoPrintNow.com would charge \$210 while printplace.com charges \$212.

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Prior to launching 123GoPrintNow.com, Tailored Printing was already receiving more than 50 percent of their orders online. "And more than 30 percent of all our orders were online and out-of-town," he noted.

Tailored Printing has two full-time designers on staff who can review client art before it's uploaded and make recommendations as needed so the end product arrives without disappointment. In addition, 123GoPrintNow.com provides templates and background art so that some products can be designed online for customers who don't have design software.

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*Kevin Slot, 123GoPrintNow.com*

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