



CASE STUDY: HiB

SECTOR: **Bathrooms**

OBJECTIVE: **To improve value and distribute their main product brochure**

CALDERSTONE SERVICE: **Web offset printing; fulfilment**

THE STORY:

HiB is a major supplier to UK and overseas bathroom retailers supplying a range of mirrors, cabinets, bathroom furniture, washbasins, ventilation and lighting, cementing their place as innovative market leaders. We were challenged with increasing the value of their main brochure and maintaining the high quality that their reputation demanded.

By working closely with one of the UK's most reputable web offset printers, whose quality control measures and colour management software are amongst the best in the industry, we were able to reach the high standards of printing our customer required within budget.

For peace of mind, we accompanied Hib's marketing team on various plant visits and press passes to ensure the final product's quality was as good as it could be.

After the brochures were printed, they were shrink-wrapped, labelled and boxed by type ready for delivery to HiB's warehouse. The final job was delivered a few days early and was acknowledged as being a big success all round.



On behalf of Kevin and myself I would like to say a quick thank you for a job well done. We have now received the HiB brochure and are happy with print quality, paper quality and the way it was delivered. Thanks for all your help.



Steve Kaye, Marketing Director, HiB

