

Online proofing for promotional products



Companies that specialize in promotional products have to be fast and accurate when dealing with high volumes of custom orders. Production delays and errors can be devastating. Each custom order is fraught with potential errors that could significantly delay product delivery and negatively impact the business. Whether selling directly to consumers or through a distributor, minimizing these risks is critical to ensure smooth supply chain operations for providers of promotional products. The right review and approval tool not only eliminates production errors, but also reduces turnaround time and allows for faster delivery.

Online proofing accelerates efficient production of promotional products

Traditional design review and approval involves emailing PDF attachments and gathering feedback through text in email threads. This is extremely inefficient when dealing with high volumes of custom orders as it requires sharing large files that clog inboxes and slow down manual review processes. Gathering feedback on precise visual elements through email text is cumbersome. Errors are often missed, leading to costly delays in production.

ProofHQ provides a simple way for promotional products companies to review and approve design work. This means no more emailing large file attachments. Intuitive tools for marking and commenting directly on the proofs make it much easier to understand feedback in the context of visuals.

ProofHQ improves collaboration and slashes labor costs as time is no longer wasted collecting and collating feedback. Additionally, it is significantly simpler to catch and amend errors before designs go to print, dramatically reducing rework.

- 56%* faster project delivery
- Integrated development of multi-channel marketing
- Real-time collaboration across global or local teams
- Up to 90%* faster approvals
- Greater visibility into project bottlenecks
- Approval accuracy and time-stamped audit trail
- Average number of revisions reduced from 3.9 to 2.8*, a 29%* reduction
- Streamlined proofing reduces time spent managing reviews by an average of 59%*
- On average, Internal Rate of Return is 4,441%*, or \$40 for every \$1 spent on ProofHQ



*Find out how ProofHQ measures up for marketers like you.

For the full Intellilink study, download your free whitepaper: www.proofhq.com/roi

Benefits that save time and money for promotional companies



Faster project delivery

ProofHQ helps customers achieve **56 percent* faster speed to market** for critical promotional products projects, due to an accessible, central location for proofs; threaded discussions for improved collaboration; and visual markups for clearer feedback. Proofs are shared online, so distributed reviewing teams can proof instantly anytime and anywhere, even from the road or from home. Internal review groups can work in real time with external partners to keep projects moving and on schedule.



Reduced revisions and rework

With email and hardcopy-based proofing, team members have no visibility into each other's comments. This allows little real collaboration and generates far more revisions than necessary. Constant versioning and change requests dilute proofing accuracy and efficiency. To solve this, ProofHQ keeps comments and feedback centrally organized and visible, resulting in **29 percent* fewer revisions**. Real-time, consolidated feedback accelerates approvals across creative and production teams, including external partners.



High adoption, high ROI and fast payback

ProofHQ's intuitive mark-up and commenting tools are easy to implement, learn and use. ProofHQ accelerates delivery, saves time and reduces cost. On average customers achieve **median internal rates of return (IRR) of 4,441 percent* and return on investment within four* weeks**.



Improved brand consistency

ProofHQ centralizes and standardizes the review and approval process to give promotional products teams better visibility and control over projects. They can synchronize brand identity and messaging across all promotional products.



Consistency across different promotional products

Promotional products companies today are responsible for branding and personalization projects across a huge range of items: t-shirts, caps, mugs, mouse pads, key chains, posters and more. ProofHQ gives review teams a simple way to provide feedback regardless of product type. This ensures brand messaging is consistent throughout all products. ProofHQ also supports a large number of file formats, so review teams can provide comments and feedback in a familiar way for all their design projects.



Reduced management effort

Managing multiple versions, segmentation and localization across different output channels can be a workflow nightmare. The manual effort needed to collate feedback from email attachments and PDFs takes a tremendous amount of time and is prone to error. ProofHQ's standardized, streamlined workflow makes it possible to manage the complex approval process with efficiency, accuracy and speed. When teams spend less time manually printing copies, posting comments and routing changes, **the effort to manage proofs can be reduced by an average of 59 percent***.



Improved audit and compliance

Truth-in-advertising guidelines and other regulations make marketers responsible for accurate design content, and **38 percent* of ProofHQ customers use the system to improve audit trails** for compliance. ProofHQ records every step of the review and approval process, including dates and times of proof creation, comments, replies and decisions. This gives project managers full accountability for every stage of the review. Companies can meet compliance demands with less effort and greater accuracy.



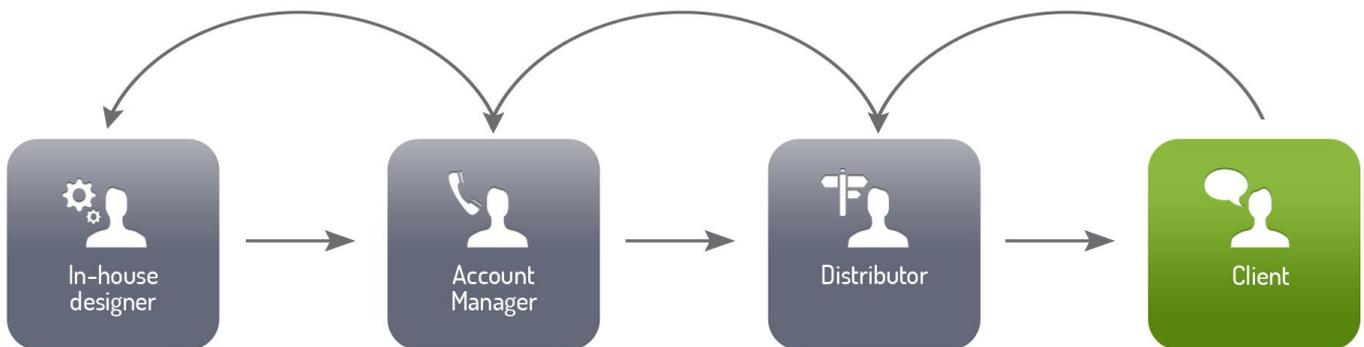
Environmental benefits

ProofHQ digitizes the whole review and approval process, eliminating energy consumption to create printouts, reducing paper usage and removing the need for courier deliveries. All these improvements contribute to environmental initiatives. Online proofing also supports remote working, further minimizing fuel consumption for transportation.

* Data obtained from an independent survey of ProofHQ customers conducted by Intellilink.

Common workflow model for promotional product team

Online proofing significantly reduces project management time and eliminates errors by enabling creative and project management teams to work together more effectively. Projects are then reviewed more efficiently and the resulting time and cost benefits extend to clients' review and approval.



Typical review and approval workflow for promotional products companies occurs internally and externally. After the creative department creates a proof and adds other internal members as reviewers, a project manager takes ownership, overseeing comments and deadlines. The creative department then makes the required changes and creates a new proof version. When all internal reviewers approve the proof, the project manager adds the distributor to the review.

The distributor consults directly with the client on the design, adding comments to the proof if the client requires changes. The creative department makes the changes and creates a new proof version, which the distributor shares with the client. When the client approves the proof, the distributor approves the design and the creative department sends it to print.

Raves from promotional products companies

Here is what promotional products companies say about productive ProofHQ proofing tools and automation.



Global Apparel Branding
& Packaging

SML

"Since introducing ProofHQ to our clients we have virtually eliminated our paper proof review process. Our communication process has been streamlined and e-mail communications have been dramatically reduced. The comment history, version control and the task assignments has allowed not only us, but our customers, to take ownership of their part of the review/approval process. We are now rolling this workflow out to other satellite offices for use with their customers. ProofHQ is a fantastic, easy-to-use product."

David Gearhart, Key Account Manager/Global Print Production Lead, [SML](#)



Henson Group Sports

"We have seen a drastic decrease in the amount of time required by the CSRs on each of 800 orders. We have received feedback from some of our biggest customers thanking us for being on the leading edge in our industry by offering something of this sort. Currently no one else in the custom sports apparel industry uses any sort of online art approval system. Our Executive Committee is thrilled with how quickly our employees and customers have adopted this system and I would like to thank John and all your staff for their help in making the transition as smooth as possible."

Joe Purnell, IT/Systems Administrator, [Henson Group Sports](#)



Worrell Corporation

"ProofHQ saves us significant time in client review and project management. In just a few clicks, I can upload a proof from my desktop and see at-a-glance which proofs are open and which have been approved."

Angie Jacks, Graphics Manager, [Worrell Corporation](#)

About ProofHQ

ProofHQ is an online proofing solution for marketing teams of any size in any industry who need to deliver marketing projects faster and more efficiently. Unlike email and hardcopy proofing, ProofHQ enables review teams to collaborate simultaneously on creative content. ProofHQ streamlines approval workflow and can be used across all media including print, digital and audiovisual. It measurably speeds up project delivery and significantly reduces management time, revisions, errors and costs.

www.proofhq.com