

# PODi CASE STUDY

## HALLMARK DIGITAL

UTILIZES AUTOMATED WORKFLOW TO DELIVER ON-DEMAND,  
PERSONALIZED GREETING PRODUCTS



*How great ideas get mailed*



MARKETING SOLUTIONS. ENGINEERED TO ORDER.

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## HALLMARK DIGITAL UTILIZES AUTOMATED WORKFLOW TO DELIVER ON-DEMAND, PERSONALIZED GREETING PRODUCTS

**VERTICAL MARKET:** Retail/Business Services  
**BUSINESS APPLICATION:** Specialty Printing

### BUSINESS OBJECTIVES

Hallmark is an iconic brand that makes the world a more caring place by helping people laugh, love, heal, say thanks, reach out and make meaningful connections with others. Hallmark was founded more than 100 years ago and remains today a privately-held \$4.1 billion business with greeting cards and other products sold in 38,000 retail stores across the U.S. and in 100 countries worldwide.

Since 2008, MSP and BlueSky ETO have built an impeccable reputation as a valued partner of Hallmark by creating and delivering a proprietary workflow that seamlessly receives, prints, finishes, fulfills and ships/mails thousands of Hallmark products every day direct to consumers. This case study is an in-depth look at this workflow.

### STATISTICS/RESULTS

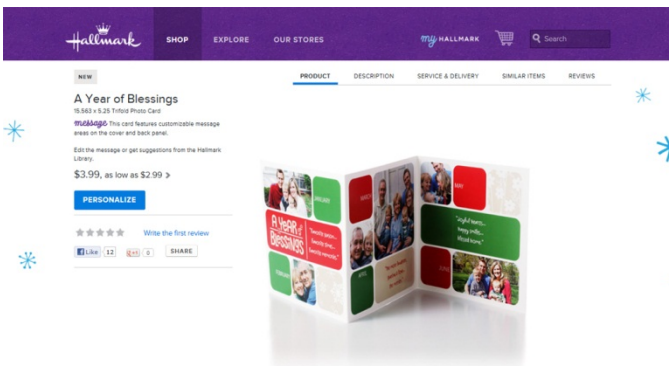
- MSP fulfills approximately 4,000 different product options found on Hallmark.com
  - Products include invitations, announcements, stationery and greeting cards (traditional, sound, foil, magnetic)
  - Every single product can be fully personalized with a custom greeting and images
- Orders are shipped within one business day of order (2 business days during peak season)
- Orders can be 100% mailed, partially mailed and partially shipped, and contain blank envelopes or addressed envelopes
- MSP has produced as many as 250,000 cards in a single day, and has capacity for up to 500,000 daily cards
- Since 2008, MSP has printed and fulfilled millions of cards for Hallmark Digital

- In 2011 and 2012, MSP's documented success rate for product quality and on-time delivery was 99.9%
- During the 2011 holiday peak, MSP fulfilled more than 1,000,000 cards and none were reported late. In 2012 they continued their outstanding results, with a second year of holiday 100.0% on-time performance

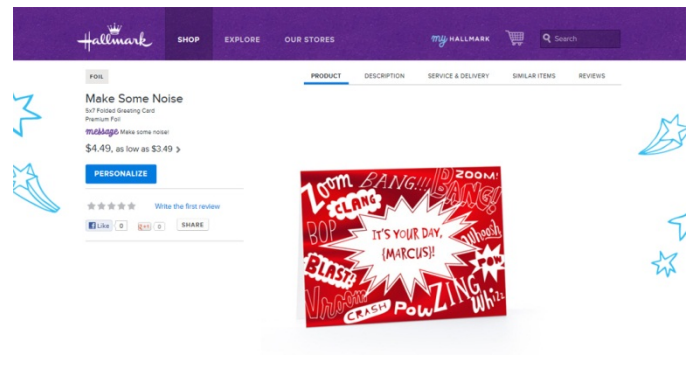
## WORKFLOW

At 3:00am, orders are released from Hallmark. MSP receives the orders via XML and sends an automated confirmation receipt for each. BlueSky ETO's system then retrieves card images from an outside repository according to product type.

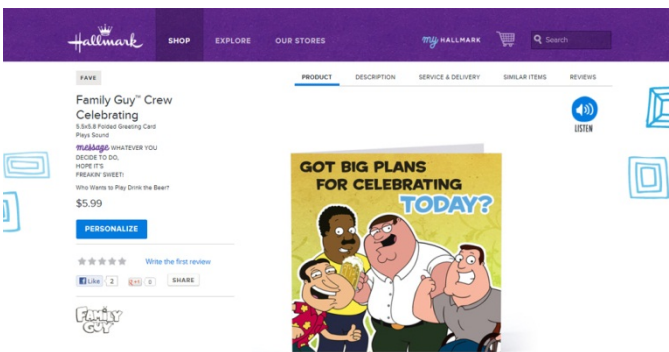
Product categories include invitations, announcements, stationery and greeting cards. Format options include folded cards, flat cards, marquis cards, postcards, mini-cards, sound cards, premium foil cards and magnetic cards.



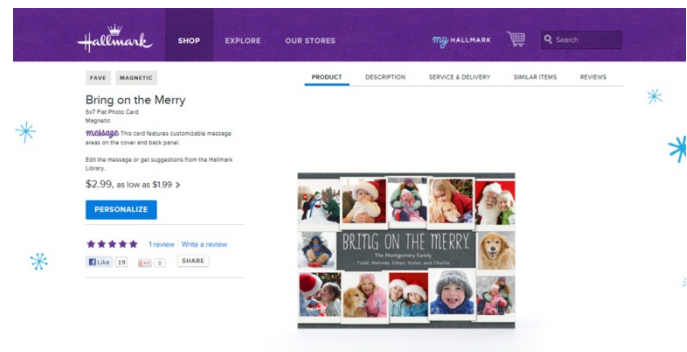
Multi-format cards



Premium foil cards



Sound cards



Magnetic cards

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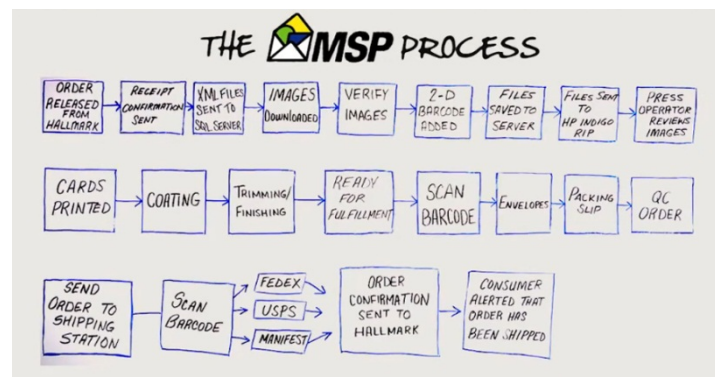
At 5:00am, once the files are saved to the server, MSP begins producing cards. Files are impositioned, ripped and sent to the print queue. A 2D barcode is added to the back of every card that contains all relevant information about the order.

The press operator looks over the thumbnails and reviews the content of the job. If everything is 100% correct, the job is released to print on a state-of-the-art color digital press. The high-res print receives an aqueous matte coating, and then it's trimmed and finished according to the customer's requirements.

If it's a foil stamped card, the color and the template are determined, the foil is applied and the card is trimmed. If it's a sound card, the 2D barcode is scanned to produce the envelope and to select the right song, and the sound mechanism is hand-assembled into the card itself.

The next step is mailing. The components of the order are assembled based upon the barcode. The barcode has all the information to make sure that the right address is used and it has the complete history of the order.

There might be one card sent to one person. There might be 100 cards sent to 100 people. There might be an order of 1,000 cards sent to a business. Once the order is shipped, an automated confirmation is sent to Hallmark, and then Hallmark sends an email to the customer saying the order has been shipped. MSP and Hallmark have access to a production dashboard. This same dashboard is used to rescan/re-enter/re-produce a product in the event of a wreck.



### REASONS FOR SUCCESS

MSP's use of 2D barcode technology and lean manufacturing principles, combined with guidance and collaboration from Hallmark, has created a monumentally successful program. BlueSky ETO's exacting, proprietary workflow continues to be refined and evaluated with the never-ending goal of improvement.

This workflow won a PODi Outstanding Solution Award.

<b>CLIENT</b>	<b>Hallmark Digital</b> <a href="http://www.hallmark.com">www.hallmark.com</a> Hallmark makes the world a more caring place by helping people laugh, love, heal, say thanks, reach out and make meaningful connections with others. Through moments big and small, and through both happy and challenging times, Hallmark helps give voice to caring thoughts and emotions with tangible reminders of appreciation, belonging and love.
<b>SERVICE PROVIDER</b>	<b>MSP and BlueSky ETO</b> <a href="http://www.msp-pgh.com">www.msp-pgh.com</a> <a href="http://www.BlueSkyETO.com">www.BlueSkyETO.com</a> MSP is a single-source direct marketing partner offering comprehensive digital and web printing capabilities, as well as industry-leading web-to-print toolkit solutions for channel and franchise businesses. MSP is a third-generation, family-owned business with an impeccable reputation who mails more than 400 MM pieces annually from a 150,000 sq. ft. facility staffed by over 450 professionals in Pittsburgh, PA.
<b>HARDWARE</b>	HP Indigo 7500, 7000 and 5500 presses
<b>SOFTWARE</b>	Proprietary workflow with GMC interface for impositioning
<b>FINISHING</b>	Traditional finishing equipment with proprietary modifications
<b>TARGET AUDIENCE</b>	Consumers and businesses
<b>DISTRIBUTION</b>	An average of 1,000,000 cards a month during peak season and 100,000 cards a month during off peak season
<b>DATE</b>	Working partnership launched in 2008 with continued growth and collaboration on continuous process improvement and product innovation