

DCC Kästl relies on CloudLab solution for its Druckhäusle web store

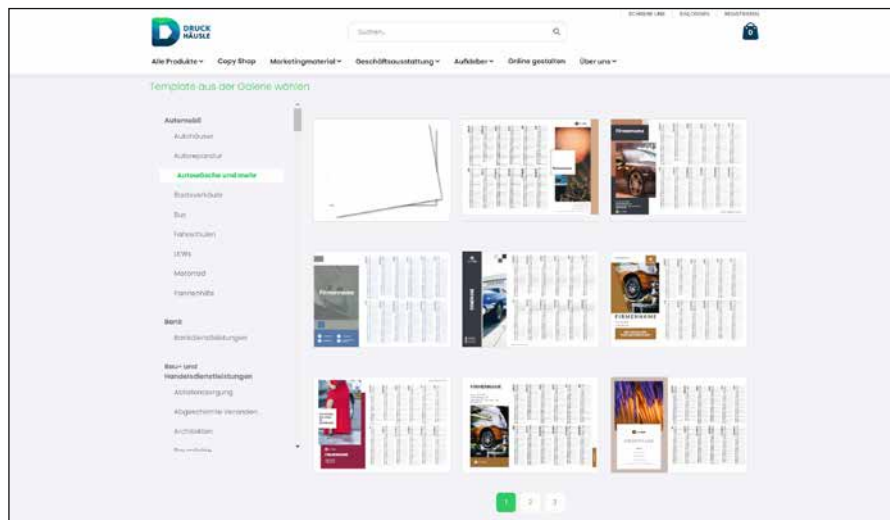
# Successfully market printing online

For over 30 years, the DCC Kästl print shop in the Stuttgart area has been one of the leading providers in digital printing. In order to offer its customers greater convenience and faster processing, and also to successfully acquire new customers throughout Germany, DCC Kästl recently opened its own Open Shop for online ordering. Based on technology from CloudLab, the company's first own web-to-print store, "Druckhäusle", went online a good three months ago. Further closed stores for existing customers will follow shortly.

**S**iegmar Kästl, founder and managing director of the DCC Kästl print shop, has experienced all the ups and downs brought about by changes in the printing industry over the past 30 years. What began as a small copy store developed over the years into a renowned pioneer of digital printing, which has grown steadily through the successive expansion of finishing and now employs 15 people. In order to continue to grow successfully and address more than just regional customers from the Stuttgart area, Siegmars Kästl and his son Nikolai Kästl decided to offer print products in their own web-to-print store: the birth of the "Druckhäusle".

## A CONVINCING LIVE DEMO

In the course of evaluating a suitable editor, the company reviewed ten offers from various providers. While most offered their solution as a pure software-as-a-service model with fixed monthly costs, the CloudLab solution initially required an initial investment. "Of course, at first we were reluctant to make a financial advance here, but then we had the first live demo and saw how much effort is put into it, so the financial 'advance' is absolutely



*With the Template Gallery, even inexperienced print buyers can create their required print materials in an appealing and simple way.*

justified. We were so enthusiastic about this solution that we immediately shelved all other options," says Nikolai Kästl, looking back with a smile. One of the most important reasons for choosing the CloudLab solution was the intuitive printQ Editor with its uncomplicated personalization options and the fact that the entire system is based on Magento. "We were thrilled with how easy printQ is to use in the end. In combination with Magento, this solution also has the great advantage that we are not tied to the specially programmed system as with other providers, but have every possibility to make our store a real one-off. We can make use of a variety of extensions that have not been programmed by CloudLab, but by third-party providers. Here, CloudLab takes a great approach in my eyes and for our requirements this concept was optimal. For example, we can introduce a bonus system at any time. All we have to do is select an appropriate extension, have it installed by CloudLab and checked for functionality with our website, and within a week our customers have established their own bonus system. I don't know of any other provider who could implement this so quickly and easily," says Nikolai Kästl, describing his experience.

## GOING LIVE SUCCESSFULLY IN JUST A FEW MONTHS

Speaking of fast and uncomplicated: The conception and development of the company's own online web store also proved to be impressively fast and smooth. Unlike most print stores, the team at DCC Kästl decided during the conception phase to initially enter the market with an open store instead of first launching closed stores for its existing customers. The decision was made around seven months ago, and the Druckhäusle web-to-print store has been online for around three months. The fact that the implementation could take place so promptly and quickly was certainly also due to the fact that two people at DCC Kästl were specifically entrusted with concentrating on setting up the new store and the necessary additional programming was carried out quickly by the CloudLab team. At present, the range of products on offer in the Druckhäusle, not including the many configuration options, amounts to around 40 products plus the various papers and inks as a multiplier - and the trend is upwards. Nikolai Kästl emphasizes that you have to take time to develop the web store in a differentiated and detailed way and clarify in advance who the target group is, how you want to appear and what the

message is. Implementing this in design, color and font takes time, but is ultimately well invested, as it creates a completely new sales channel.

### AND THIS IS JUST THE BEGINNING ...

But the journey for Siegmund and Nikolai Kästl is far from over with the go-live of the Druckhäusle. The company plans to establish four to five more open stores with different production focuses over the next two to three years. In order to make the configuration of individual print jobs child's play, even for non-designers, DCC Kästl relies on CloudLab's Template Gallery. Based on its numerous templates, which are differentiated by industry, it allows every customer to design their business cards and letterheads in an appealing way. For Nikolai Kästl, this feature is a real game changer, as the large number of appealing templates and the simple editing make the creation of printed matter child's play for anyone. An important topic for the success of an online presence is of course also the online marketing of the corresponding website. DCC Kästl relies primarily on content marketing from Google Ads to acquire new customers. And so that existing customers can also benefit from the faster order processing and at the same time print at the more favorable conditions that have thus become possible, existing customers are now also gradually being introduced to the Druckhäusle, insofar as their order

structure allows this. "With the closed stores, we see the time savings in particular as a major advantage for our existing customers. At Druckhäusle, customers have to reconfigure their product or upload their file every time, even if it's the same one. Print jobs that require ten steps in the Druckhäusle can be generated in just two steps in the Closed Shop. In addition, I can set up approval guidelines in the Closed Shop, i.e. employees can also order and the supervisor only has to approve the order," says Kästl, summing up the advantages for existing customers.

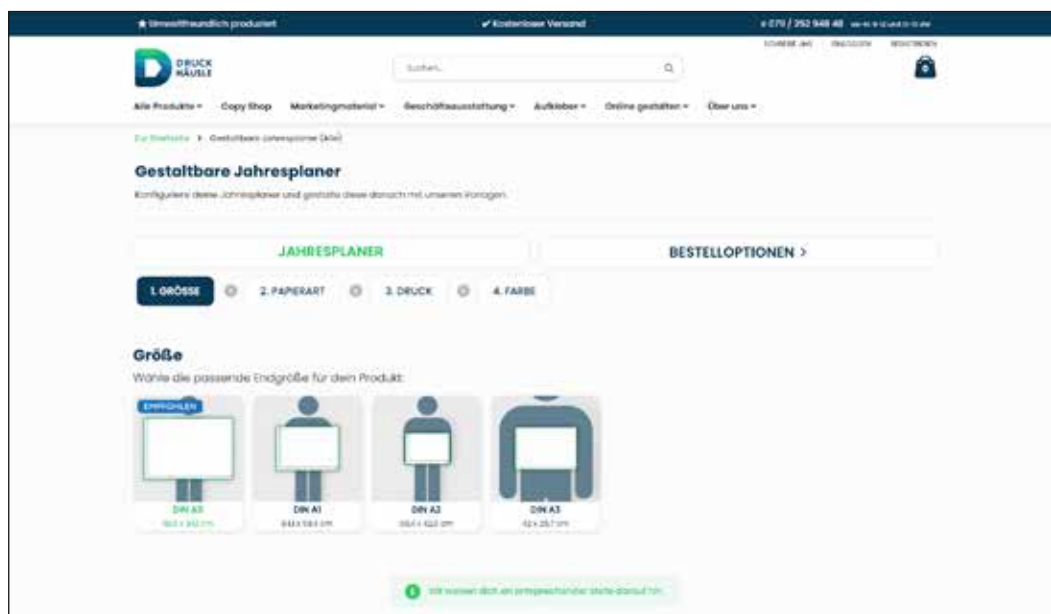
### AUTOMATION ALSO REQUIRES ENTREPRENEURIAL GROWTH

"By generating the individual print jobs online, we naturally also benefit from the automation that comes with it - from invoicing and payment to dunning. Customers will not suffer any disadvantages as a result, they can of course still call us at any time and we will be there to help and advise them as usual," emphasizes Nikolai Kästl. "At the moment, we are set up in such a way that the Druckhäusle is used for simple print orders, while project business continues to be handled over the phone and e-mail. We have some existing customers whose orders cannot ultimately be mapped via the Druckhäusle. In the future, we want to integrate these via our closed stores from our print store as a simple SAP connection," he says.



**Nikolai Kästl, Management DCC Kästl and responsible for the conception of the "Druckhäusle"**

Looking at the future order structure, Nikolai Kästl expects that in two years' time around 30% of customers will stick to the classic structure, a further 30-40% of customers will be processed via closed stores in the B2B sector, and the rest will be generated via the open store. "The CloudLab solution has given us the chance to automate all the handling processes, and that is ultimately the key to success for any print shop. As a print service provider, you have to automate in order to remain competitive in the long term, but you also need the correspondingly higher capacity utilization due to the resources gained. Put simply, I need to grow as a print service provider so that I can reap the benefits of automation. And with CloudLab, we have found the strong partner to successfully achieve this goal," says Nikolai Kästl.



**At Druckhäusle, all the decisions that the customer has to make regarding the configuration are kept as simple as possible.**