

Standing Out

How Kitchen Magic Uses Printed Materials to Stand Out in a Crowd.

CHALLENGE

When it comes to marketing its services, Kitchen Magic needs to stand out in a crowded field of design-conscious kitchen remodelers.

SOLUTION

Leverage the Staples account management model and print capabilities to produce high-quality signs, brochures, direct mail and other pieces to order, delivered on time and on budget.

RESULT

“Our account manager quoted all of our projects and was competitive with pricing. He managed to save us hundreds and never compromised quality. Also, we do a lot of printing and the Staples account we have allows us to save up to 30 percent on all print projects.”

— Linda Fennessy,
marketing manager, Kitchen Magic



It's one thing to be able to stand behind the quality of your work. But when you have to catch the attention of a prospective customer who is walking past you in an exhibit hall or a shopping mall, the chance to make a positive impression lasts only a moment.

That is the challenge faced by sales representatives at Kitchen Magic, a full-service kitchen remodeling company based in Nazareth, Penn. The family-owned company specializes in providing in-home consultation for kitchen remodeling projects. Its full-service teams execute all aspects of the job, including designing, building, assembling and installing thousands of discrete elements in a kitchen makeover, from custom cabinets to new countertops and floors.

While customers in eight Northeastern states are familiar with Kitchen Magic's talented teams and outstanding service, the company pursues an energetic marketing strategy to fuel its continued success. And Kitchen Magic relies on its printed sales and marketing materials to showcase its capabilities in consumer hubs like home shows and shopping malls.

“If you've ever been to a home show, it's like 'sign mania' and you want yours to stand out,” says Linda Fennessy, marketing manager at Kitchen Magic.

A Partnership with Staples

Marketing is key to Kitchen Magic's continued success. In a typical year, Kitchen Magic's representatives attend approximately 400 home shows and other expos where they engage prospective customers with information about the company's offerings. Representatives also meet consumers at the company's 30 mall kiosks.

To stand out in these visually crowded environments, Kitchen Magic relies on its printed materials, which have to be visually impressive to attract the attention of a

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design-conscious audience. The materials shared at malls and home shows - from signs and poster displays to brochures and other promotional materials - are an essential aspect of Kitchen Magic's marketing approach. The print displays complement advertising campaigns in print and digital media, and radio and outdoor billboards. Kitchen Magic also conducts a kitchen makeover sweepstakes and uses direct mail campaigns to attract business.

Fennessy has been working with Staples since she joined the company 12 years ago. She finds the service superior to other printers she's worked with, and says she is confident that Staples can meet her print needs because of her relationship with her Staples account manager.

In fact, it is the close relationship with a knowledgeable account manager that expedites the process of updating Kitchen Magic marketing materials, providing samples to showcase a new sign material or design idea. She communicates with her account manager "quite frequently" via email to place orders and share files with specifications for new projects.

"All I'd have to do is email him, then he would print it and then deliver it to our headquarters," Fennessy says.

The single point of contact provided by the account manager helps Kitchen Magic work within its budget and ensure all print projects remain cost effective. The account manager also ensures the timely delivery of materials - including arranging drop-offs at Kitchen Magic headquarters for special posters and other marketing displays that are not suitable for shipping because they could be damaged.

Quality and Value, Delivered

At the end of the day, printing is all about quality. A good print vendor makes your company look good and any other result risks your company's reputation. The printed materials Kitchen Magic needs span a broad range from portable presentations and briefcase displays to tent cards that sales representatives take with them to prospective clients. They print large signs for trade show booths and brochures and handouts to attract customers on a trade show floor. Fennessy says she knows she will receive materials as ordered, in the right sizes and colors, delivered on time and intact.

She also knows that her account representative will proactively contact her to discuss new possibilities for Kitchen Magic: new formats and surface finishes for posters, a new design idea or a new feature to make signs stand out more in a crowd, to be more durable and therefore more cost effective.

And the collaboration goes the other way, too. "We're fairly innovative, and I wouldn't hesitate to throw something new to my account manager, because he's always up for a challenge," Fennessy says.

Indeed, she says she relies on Kitchen Magic's relationship with Staples to produce quality products, consistently, on time and on budget so that she can focus on bringing the company's message to the marketplace, to win new customers.

She adds that some of Kitchen Magic's marketing materials require refreshing several times a year, and Staples is up to the task. "All I do is email over the creative saying, 'I need 125 of these and 30 of these,' and they are printed, laminated, and are beautiful signs," Fennessy says. "Many different vendors can print these signs in particular, but the Staples signs stand out."

400 Number of home shows and trade shows Kitchen Magic exhibits at each year.

40 Average number of kitchens Kitchen Magic installs each week.

250 Number of event signs that Kitchen Magic prints in a year.

At a Glance

Kitchen Magic

- Founded in 1979, family-owned, upscale kitchen remodeling company
- Headquarters in Nazareth, Penn.
- 225 employees in eight states in Northeastern U.S.
- Specializes in custom cabinetry and cabinet re-facing to countertops and floors
- Operations include cabinet-making shop and marketing call center, as well as installers and sales representatives
- 30 sales representatives, more than 30 mall kiosks for walk-up consultations