

Printagraph, Ltd. Pioneers a New Print Market: Personalized LEGO®-Style Models

Printagraph, Ltd.



“Printabrick”

Best-of-the-Best Award Winner—
Best in Show, Packaging
Xerox Premier Partners Global Network

Printagraph is a printing and marketing services provider offering digital, offset and wide-format printing; design; promotional products; display material; and managed print services. The firm was founded in 1983 and is based in Aberdeen, UK.

www.printagraph.co.uk
<http://printabrick.co.uk/>

“Offering personalized LEGO-type models has created a great opportunity for us to remove some of our reliance on oil and gas businesses with an item that can be produced quickly and shipped internationally.”

– Andrew Hall, Managing Director



Printagraph, Ltd.—“Printabrick”

To be less reliant on the area’s main industry of oil and gas, Printagraph developed its own product—limited edition custom LEGO®-style brick kits. Licensing crests from UK and Scottish football teams and personalizing the items with the customers’ own photos and messages have added value to these highly sought collectibles, and Printagraph continues to invest in developing the new offering.

Challenge

For many years, Printagraph has capitalized on its location in Aberdeen, UK, the oil capital of Europe, to build its business by serving the energy sector. But with the global oil and gas industry now experiencing lean times, Printagraph has sought other opportunities to grow their business. In 2012, the firm created a limited edition LEGO-type brick kit as a corporate gift for a client, and it was favorably received. Recognizing the value of limited edition kits, Printagraph began exploring the opportunity. Among its discoveries was that, by moving some printing from offset to digital, packaging could be personalized and numbered, adding to the perceived value of the kit.

Solution

Printagraph created a new business specializing in the design and production of limited edition custom LEGO-type brick kits for building model cars, trucks, castles and other items, as well as more two-dimensional puzzles and photo bricks. The business, dubbed Printabrick, hosts a website where customers can upload their photographs, images and messages for printing onto LEGO-style plastic bricks. Through licensing agreements with English and Scottish football teams, some items incorporate team crests and colors. Packaging also incorporates the customer’s personal photos, images and messages and, along with the instruction sheets, are printed on the Xerox® iGen4® and iGen® Presses with Xerox® FreeFlow® Print Servers. Invercote G FSC4 300 gsm stock is used for packaging.

Results

The Printabrick business has shown great promise, helping Printagraph meet its strategic goal of becoming less reliant on oil and gas businesses with a highly valued product that can be produced quickly and shipped internationally. The firm has produced a number of customized, limited edition kits, typically as high-value gifts for key clients. Because quantities are low, many are sought by collectors and fetch high prices when offered occasionally on eBay. A limited edition bus celebrating the Aberdeen Football Club’s 2014 league cup win sold out with 500 pre-orders three months in advance of availability.

Now Printagraph is investing time and money into further developing the product and its online ordering infrastructure, and into marketing it, mostly on social media.

For information about all of the winners, visit www.XeroxDigitalHotSpot.com/BestoftheBest

