

Blue Star **the complete** **print solution**

bluestar★

A bit about us

We're a Kiwi-owned operation, delivering the full spectrum of print and related services to New Zealand businesses of all sizes.

We're in the business of making print happen.

The Blue Star family of brands:

bluestar★works

bBrebnerPrint

FORMAT
PRINT

KINETICDIGITAL. 

 **mccollams**print

 **Nicholson**
PRINT SOLUTIONS

Printlink

SPECTRUM
PRINT

webstar★
PASSIONATE ABOUT PRINT

bluestar★direct

bluestar★promote

Blue Star delivers value every day

Blue Star in New Zealand is the country's premier commercial print group, a confederation of independent businesses.

From 16 sites under a number of different brands, Blue Star businesses offer print capabilities which include digital, offset & wide format commercial print as well as wide web offset, mailing, kitting and nationwide storage & distribution.

We also have a team of Print Managers who facilitate access to the entire Blue Star network, for large and/or complex clients.

We are a privately-owned business with FY16 annual sales of around \$230 million, just over 710 staff, and an absolute commitment to the professional delivery of quality outcomes for our clients.



Our people

We operate in a world of deadlines and delivering on promises. Our people make a point of understanding client needs, and put their hearts & souls into delivering outcomes.

That's our culture, our way.

Across Blue Star, it's our people – with their decades of experience, knowledge and clever thinking – that drive our operation and our success. With 700 of us, that's a whole lot of experience and knowledge.

From those who are at the beginning of their print careers through to those who have been in the printing business for all their working lives, the common trait is that we are willing to go the extra mile.

We acknowledge you have options, our job is to make Blue Star your natural supplier of choice.





**That's our culture,
our way...**

Print Production

Blue Star's world class manufacturing plants throughout New Zealand collectively house a fleet of over 60 print production lanes. This capability, complemented by our extensive range of post-press finishing technology, gives us the capacity and diversity to print and deliver almost anything, anywhere.

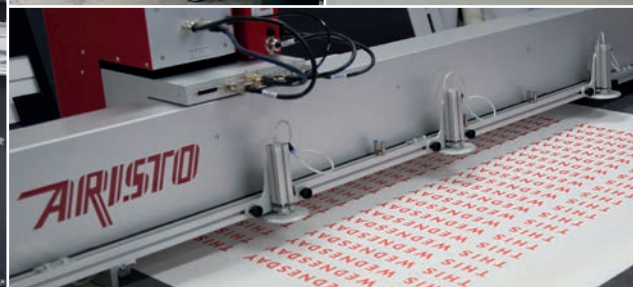
Our approach is you talk and we listen – and then we ask questions, make recommendations and suggest alternatives if appropriate. We'll look at aspects such as job specifications, quantities and time frames. These are the factors that determine the most suitable production lane – offset sheet, offset web, digital indigo, digital inkjet, digital toner or flexo.

It's our job to produce not only the highest quality end product, but also to deliver it at the best value. With our extensive capability network, we can place the work in the plant that is technologically and geographically the best fit for your job.

2016 Pride in Print Awards

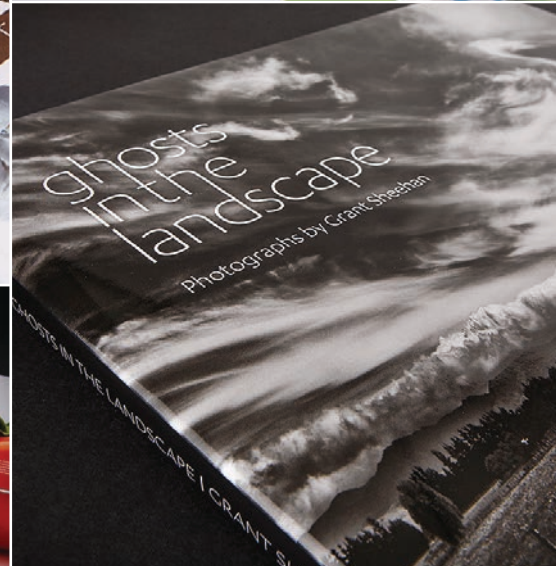


- > 2 Category Winners
- > 1 Process Winner
- > 32 Gold Medals
- > 25 Highly Commended Awards



Our printed solutions include:

- > Adshels
- > Annual reports
- > Books
- > Brochures
- > Canvases
- > Catalogues
- > Coasters
- > Computer-cut vinyl
- > Corporate Gifts
- > Directories
- > Fleet graphics
- > Floor graphics
- > Flyers
- > Forms
- > Greeting cards
- > Labels
- > Lightbox graphics
- > Magazines
- > Marketing material
- > Mounted posters
- > Outdoor advertising
- > Packaging
- > Point of sale material
- > Posters
- > Print on demand
- > Printed adhesives for indoor and outdoor
- > Promotional products
- > Prospectuses
- > Publications
- > Pull-up banners and displays
- > Signage
- > Spatial branding
- > Stationery
- > Tags
- > Uniforms
- > Variable data DM pieces



Blue Star Works Print Management

Blue Star is the country's market leader for end-to-end print management services. We look after the design, print, document management and logistics needs of many government departments, large corporate organisations and diverse small to medium enterprises across New Zealand. For business of any size, we have a solution for procurement, stock management, online ordering, warehousing, distribution and fulfilment.

Our print management team know our entire network inside-out and their job is to work with you to get the optimal result.

Working with you at the concept stage gives the opportunity to offer advice, suggestions and recommendations on paper stocks, finished size and form, and finishing processes. Our input can be so much more effective when we take part in the early stages of your project.

The team will take on as much or as little of your project as you would like them to, and throughout they will be your first and only point of contact. They'll provide consistency, reliability and a fast response to your print needs. They're there to make it easy for you.

Blue Star Print Management Portal

The Blue Star Print Management Portal is a set of online tools developed specifically for the use of our Print Management clients. It is our solution to facilitating best practice management of digital assets and print outputs.

Customised and skinned to user preferences, the Portal provides a single, secure access point for quotes, production, project management, print collateral, ordering, Print on Demand, images, file management, version control, billing information and business intelligence reporting.

Portal information is real time, so reporting is functional and relevant, and a key support to business planning and decision making.

The Portal is integrated with the Blue Star warehouse management system, facilitating streamlined ordering, distribution, and tracking. It is designed to get business collateral to market quickly and efficiently. Thousands of registered users nationwide place orders online, 24/7.



Blue Star Print Management Portal

“Our one source of truth”

The Blue Star Portal has become an essential part of effective stock management across all of our IAG brands including State, NZI and AMI.

With over 400 different pieces of collateral required across our business this is our one source of truth providing on hand accurate usage, order reports, quotes, stock value, version control, order history and many other great features.

To accurately measure our group sustainability we annually report our paper usage stats to our global corporate office.

The system allows us to run live sustainability reports within minutes, where previously this would have been a very large process.

Blue Star constantly look at ways to evolve this already great system and I'm sure it will help your business manage print and merchandise stock more effectively.

Darren Goodacre, Studio Manager, IAG

Blue Star Print Management Portal 6.1



Home page – functionalities:

- > Welcome/News panel
- > Notifications – user specific
- > Favourites Bar – customised by each user
- > User manual download
- > Contact information
- > Location information
- > Delivery information



Projects on the Go – functionalities:

- > Visibility of all projects
- > View and search
- > Add new projects
- > Edit project details
- > Request project quotes
- > Review and update
- > Search for, store & manage project files
- > File upload



Quotes on the Go – functionalities:

- > Visibility of all print quotes
- > View, search and review
- > Filter quotes by status
- > Enter and view comments
- > Action existing quotes - approve, reject, hold or cancel
- > Request simple or complex new quotes
- > File upload



Jobs on the Go – functionalities:

- > Visibility of all print production
- > View, search and review
- > Filter jobs by status
- > View workflows, delivery details & invoices
- > Access notes & comments
- > Links to WIP & job history reports
- > Dashboard reporting
- > File upload



Product Database – functionalities:

- > Visibility of all print collateral
- > View and search
- > Filter products by status
- > View print specifications, version histories, annotations & PDFs
- > View usage & batches on hand
- > Edit product owners
- > Action reorders - approve, change, hold or obsolete
- > Links to summary, replenishment & backorder reports
- > Dashboard reporting
- > File upload



Inventory Catalogue - functionalities:

- > Fast & easy online ordering
- > Custom built catalogues with user specific views
- > Approval links as required
- > Max & min order quantities
- > View sales orders by status
- > Access order histories
- > Order track & trace and on screen proofs of delivery
- > Dashboard reporting



Works Now – Print on Demand - functionalities:

- > Template based ordering
- > Custom built catalogues with user specific views
- > PDF upload for one-off product ordering
- > Enter data into pre-approved templates
- > Choose printing specifications – size, substrate & finishing options
- > Save files for future use
- > On screen PDF proofs for approval



Accounts - functionalities:

- > Visibility of all accounts
- > View and search
- > Filter by type – Invoice, Credit Note, Receipt
- > Filter by status – live or dead
- > Print Invoices & Credit Notes
- > Make payments online



Digital Asset Management – functionalities:

- > Visibility of all digital assets
- > Store and manage image & text files – product PDFs, brand images, office files
- > Search for assets by type or folder
- > Sort by file name, title, size or date
- > Search within all content for specific text
- > Access previous file versions
- > File upload



Data Mine – functionalities:

- > Access real time dashboard reporting:
 - > production
 - > products
 - > orders
 - > activity
 - > performance
 - > sustainability
 - > billing
- > Export or download reports in Excel, PowerPoint, .csv or HTML
- > Make payments online

Case Study

Print & Distribution of Campaign Collateral

As the provider of print and distribution for DB Breweries' point of sale campaigns, Blue Star manages the entire process seamlessly.

Campaigns include a wide range of point of sale material and collateral - from coasters, tags, flyers and packaging – through to table talkers and large display pieces. Every assigned outlet receives a pack which is customised specifically to their size and scope.



Blue Star Works Fulfilment

Getting print into the right hands, seamlessly is where our fulfilment specialists excel.

Blue Star's storage, fulfilment and distribution services are integrated with our print operations. We make it easy to manage inventory, deploy campaigns to hundreds of retail outlets, archive & store documents, or activate end to end DM campaigns.

Campaign Deployment & Distribution

We understand the need for fast turnarounds in the market. Fundamental to this is that campaign items are accurately sorted, packaged and delivered on time. Give us a list of individual site needs and we'll make that happen.

This includes:

- > Printing of collateral
- > Tailored packaging, packing
- > Distributing to multiple sites
- > Tracking
- > Fulfilling follow up collateral requests

Direct Mail

We'll work with you to print and finish direct mail collateral, wrap it to specification and lodge for mailing. Our full-service mail house capabilities include: data management, multi-media campaigns, full variable data imaging, high speed folding, intelligent envelope insertion, plastic wrapping, hand processing and fulfilment.

Stock Storage & Distribution

We process thousands of orders every week. Log on from wherever you are, order collateral and we'll pick it, pack it and dispatch it that day. Our storage and distribution facilities in Auckland & Wellington provide online track & trace.

Kitting

Our kitting team collate customised kits to order. These can be either held in storage to draw down from as required, or distributed out as part of or as an entire campaign.

Scanning & Archiving

We scan paper documents and convert them into efficient, searchable, digital files. Not only are copying, mailing and archiving costs reduced, but you have the assurance of duplication for secure, off-site storage for Disaster Recovery purposes.

Case Study

Fulfilment of personalised packs

From data supplied daily by Fisher & Paykel Finance, Blue Star sets up new Q Card merchants with access to Blue Star's online ordering system, and sends out personalised Welcome Packs to each merchant.

These packs include information on how to use the system, their login details, an initial supply of stationery and various pieces of POS collateral.



“A team you can trust to get the job done”

“Fisher & Paykel Finance have been utilising the printing, fulfilment & stock management services of Blue Star Print Group since mid-2006. A key highlight, very early on in our partnership, was the significant savings that were achieved through the strong stock management and utilisation reporting.”

“The Blue Star partnership benefits the marketing team directly in their ability to provide solutions and end to end management of jobs, from being involved in agency creative briefings through to the lodgement with delivery direct to customers. Blue Star are a team you can trust to get the job done no matter the deadline and take the hassle away from the client, becoming a one stop shop solution.”

Greg Shepherd, Chief Executive Officer, Fisher & Paykel Finance

















Did you know?

Blue Star achieved Forest Stewardship Council® (FSC®) Chain of Custody multisite certification in 2007. We now have FSC & PEFC group-wide certification.

Today there are 25% more trees in the developed world than there were 100 years ago. Print is sustainable.

Blue Star are committed to living and operating in ways that are responsible to and respectful of our people, our customers, the environment and the communities where we live and work.

The right relationship is everything

			
			
		you're in good company...	
			
			

THIS SPACE RESERVED
FOR YOU!

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Blue Star Group (New Zealand) Limited
Company Number – 1120709

Blue Star in New Zealand is privately owned.

We choose to organise the group as a confederation of independent businesses.

Our businesses are resourced with the very best technological capabilities.

Each business is led by fully-empowered General Managers.

We are broadening our basket of print outputs and print-related services.

We are very positive about the future of print, and our role in this sector.



This document has been produced using an HP Indigo 7600 digital press, and has been printed on environmentally responsible New Silk paper, sourced from well-managed certified plantation forests.



635515 Blue Star Capabilities Brochure
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