

Print Perspectives

Subscription company streamlines print to support rapid growth



“Before FedEx Office, our in-house print process needed improvement. Our equipment sometimes caused delays, and the print quality wasn’t as consistent as it could be. Now we have a reliable, constant supply of high-quality booklets.”

—Ignacio Morillas, Chief Operating Officer

care/of

Care/of is a subscription vitamin and supplement company. Since working with FedEx Office, they have transformed their printing process into a reliable operation that ensures fulfillment is fast and efficient, shipments leave on time, and customers stay happy.

Care/of at a glance



Custom combinations of vitamins and supplements are sent based on each customer’s health profile.



Personalized pill packs and booklets include the customer’s name, a special quote and supplement information.



Each shipment includes a new dispenser design, keeping the unboxing experience fun and exciting each month.

Challenges



Rapid growth

Care/of was struggling to scale their print operations to meet ever-growing demand for their product.



Equipment issues

Their in-house printer wasn't able to keep up with demand. The quality wasn't always consistent, sometimes producing stripes and color variations.



Delayed shipments

When they were unable to print personalized inserts, their shipments couldn't go out, bringing their entire operation to a stand-still.



Misspent time

Key personnel were spending hours trying to fix the printer or days waiting on replacement parts.



Expensive workarounds

Working with local print shops cost them significant amounts of money.

Solutions



Customized processes

To manage their tremendous print volume, FedEx Office created a customized workflow. Care/of personnel send files once a day, and the booklets are produced within 24 hours, so the Care/of team can focus on running their business instead of fixing their print processes.



White-glove service

Care/of has direct contact with FedEx Office team members who know their products and processes and are experienced with all aspects of commercial printing. If they have a special need or an urgent request, they're able to get in touch immediately.



Reliable production

During the transition to FedEx Office, Care/of needed to make sure their fulfillment processes weren't affected. The transition was seamless, and the Care/of team saw improved speed to market with no shipment interruptions for their customers.



"Our printing process used to take four hours a day. Now it takes about four hours a week."

—Ignacio Morillas

Results



Simplified
processes



Time
saved



A seamless
transition



Unprecedented
quality



Predictable
pricing



Peace
of mind

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process and improve quality?
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