

## Case study: Volvo Car UK Limited



**“Williams Lea offer an invaluable service which has delivered year on year savings whilst exceeding expectations for both customer service and quality of product.”**

Daniel Roberts, Purchasing Manager,  
VCUK

### Introduction

Volvo Car UK Limited (VCUK) is one of the strongest brand names in the automotive world and it represents the premium segment within Ford Motor Company.

Early in VCUK’s history, its founders declared that its operations would be based on care for human beings. As a result, Safety, Quality and Environmental care are the core values that govern their operations, cars and actions to this day.

### The challenge

Following a process of due diligence on the VCUK marketing print spend the key criteria in outsourcing print management were:

- Offer consistent brand values across all printed media
- Reduce costs
- Formalise a business-wide colour management process

Williams Lea have exceeded Volvo Car UK Limited’s expectations on savings year on year whilst maintaining quality and brand compliance

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## The solution

Williams Lea's experience as Europe's leading corporate information outsourcing specialist placed us in a prime position to fulfil all VCUK's requirements over the course of the contract.

Williams Lea has a 100% mandate to produce VCUK branded printed materials - aimed at both internal and external audiences.

The solution has consistently met the key requirements of the premium automotive brand, delivering significant cost savings and enhanced brand management.

A dedicated account team is based at VCUK's head office in Marlow, with scope to support the three distinct business areas and to liaise closely with the client's creative agencies.

## On-site specialists

- A highly experienced team works very closely with VCUK's agencies, freeing the marketing team to focus on campaign management and other core marketing activities
- Additional support is available from a central team of products experts

## Colour management

- Williams Lea uses ISO 12647 print standards as the basis for its colour space profiling. This involves each printer submitting a standardised print test sheet for analysis by our vendor management team. Recommendations are made regarding dot gain, greyscale balance and densities and the printer can adjust pre-press and printing profiles to conform to the ISO standard. Only once this process is complete can printer undertake output for Williams Lea clients

## Results

- 22% savings on bought-in costs in year 1 with continued savings in years 2 & 3
- Close working relationship with VCUK's approved agencies, increased expertise at point of purchase, accelerated response times and elimination of design and/or print faults at concept stage
- Access to central pool of technical and product specialists
- Provision of comprehensive management information and recharge data
- Rationalisation of the vendor base, resulting in improved consistency of service and product
- Improved time to market across all print categories

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