

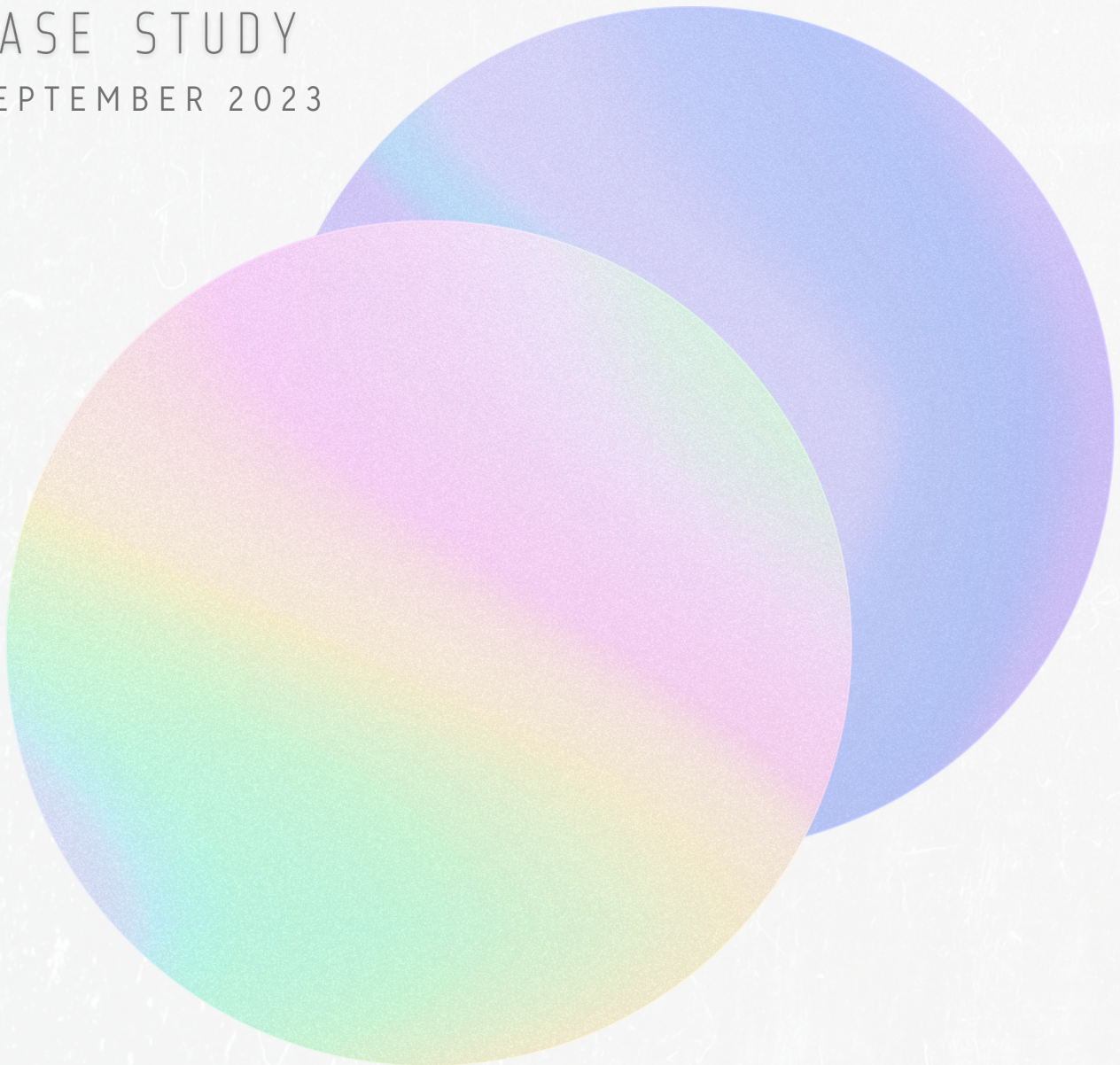


8-WEEK PROGRAM

MASTERING THE **ART** OF DIGITAL PRINT EMBELLISHMENTS

CASE STUDY

SEPTEMBER 2023



THE KENNICKELL GROUP

A CASE STUDY ON TAKTIFUL'S 8-WEEK TRAINING PROGRAM THAT
REVOLUTIONIZED THE KENNICKELL GROUP'S COMPETITIVE EDGE



OBJECTIVES: ELEVATE, DIFFERENTIATE, AND MONETIZE DIGITAL PRINT EMBELLISHMENTS

The digital print embellishment market presents a ripe opportunity for printing companies to diversify revenue streams and significantly differentiate their offerings.

Yet, failing to fully grasp how to market, sell, and appropriately price these embellishments often leads to untapped revenue and missed competitive advantages.

Taktiful's specialized 8-week Digital Print Embellishment Training Program is designed to address these gaps. The comprehensive curriculum encompasses:

- **Sales and Marketing Strategies:** Effective ways to market and sell digital print embellishments.
- **Estimating and Quoting:** In-depth guidance on pricing strategies to optimize profitability without compromising on quality.
- **Design and Production:** Hands-on training on how to produce high-quality digital print embellishments efficiently.

For The Kennickell Group, a leading print company based in Georgia, this program didn't just meet their objectives—it redefined their approach to digital print embellishments, positioning them as a forerunner in this niche market.

AT A GLANCE

CHALLENGES OVERCOME:

- **Equipment Underutilization:** Maximizing the use of an existing digital print embellishment solution
- **Pricing Inefficiencies:** Revising suboptimal pricing strategies that left revenue on the table.
- **Creative Constraints:** Unlocking innovative design potentials that were previously untapped.
- **Missed Opportunities:** Identifying and capturing additional value in the digital print embellishment sector.

MEASURABLE RESULTS:

- **Optimized Pricing:** Achieved higher value perception and revenue through strategic pricing adjustments.
- **Brand Differentiation:** Successfully established digital print embellishments as a unique selling proposition and established the Embelux Brand.
- **Unleashed Creativity:** Introduced a range of more intricate and creative embellishment designs.
- **Solid ROI:** Realized a significant return on investment, endorsing the effectiveness of the training program.

HISTORY:

SEIZING OPPORTUNITY AND RECOGNIZING UNTAPPED POTENTIAL

Established in 1892 by his grandfather, Al Kennickell now presides over The Kennickell Group, a multifaceted organization with core competencies in print, international fulfillment, signage, point-of-purchase materials, and marketing services. With a diverse customer base across the United States and strategic partnerships in 32 countries, the company is a formidable player in the industry.

In a strategic move to bolster their service offerings, The Kennickell Group invested in cutting-edge print technology in December 2021. They acquired the Konica Minolta AccurioJet KM-1 Inkjet Press and added the MGI JETvarnish 3DS to their technological arsenal.

While the introduction of the JETvarnish opened doors to offering high-end digital print embellishments, the team soon confronted a realization: they had not yet **unlocked** its full capabilities.

"As we integrated the technology, it became glaringly clear that we had underestimated its value," remarked Al Kennickell. "The synergy between the JETvarnish and the KM-1 is not just additive; it's **transformative**."

Recognizing the need to capitalize on this untapped potential, Al enrolled his team in Taktiful's specialized Digital Print Embellishment Training Program, spearheaded by Kevin Abergel and Warren Werbitt of Taktiful.



SCAN TO WATCH AL
TALK ABOUT HIS
EXPERIENCE WITH
TAKTIFUL

AL KENNICKELL
OWNER
THE KENNICKELL GROUP



THE TRANSFORMATIVE BENEFITS OF TAKTIFUL'S TRAINING PROGRAM

Unleashing Creative Potential

The Kennickell Group was not a complete novice in the world of digital embellishments when they came to Taktiful. However, the intensive 8-week training program served as a catalyst, unlocking unprecedented creative avenues for their team.

The program empowered them to not only use, but to master, their JETvarnish machine for producing high-quality embellishments.

"As we began to delve into the training, the haze cleared. Taktiful **demystified** the intricacies of using the JETvarnish effectively," stated AI Kennickell.

"It transitioned from being an underused piece of equipment to a powerful tool that is redefining our brand. Digital embellishments aren't just an add-on service anymore; they've become a critical component of our **value** proposition."

Reinforcing Marketing Strategies

To tangibly demonstrate their newfound capabilities, The Kennickell Group compiled a Lookbook, a strategic addition to their marketing toolkit.

This Lookbook serves as a compelling portfolio, illustrating the creative potential of their JETvarnish machine to both existing and prospective clients. It not only highlights what is possible but underlines The Kennickell Group's commitment to innovation, thanks to Taktiful's comprehensive training.



SCAN TO WATCH KACEY
TALK ABOUT HER
EXPERIENCE WITH
TAKTIFUL



KACEY KENNICKELL RAY
VICE PRESIDENT
THE KENNICKELL GROUP



ACHIEVING BRAND DIFFERENTIATION THROUGH ENHANCED CAPABILITIES

Transforming Sales Narratives

Prior to the training program, The Kennickell Group's sales team was **hesitant** to actively market their digital embellishment services. This hesitance was rooted in a lack of deep understanding of the technology's capabilities. Post-training, the mindset and approach have dramatically shifted.

"Changing the narrative around our offerings has been game-changing. We're now **proudly** promoting our enhanced capabilities," comments Kacey Kennickell Ray, Vice President of The Kennickell Group.

Reshaping Customer Perceptions

As a direct consequence of this transformation, customers now recognize The Kennickell Group as a go-to provider for inventive and high-quality embellishments. This new customer perception has enabled the company to revamp its selling strategy, placing digital embellishments at the **forefront** of its value proposition.

Securing a Competitive Advantage

"The training has not just been a capability booster; it's been a competitive advantage. It feels like we've unlocked a **secret** weapon in the industry," says David Snyder, Manager of Pre-Press Services at The Kennickell Group. "In an ideal world, I'd prefer we remain the sole wielders of this powerful tool."

ANTICIPATING AND ADAPTING TO EVOLVING MARKET DEMANDS

Navigating Market Shifts

The transformative training from Taktiful did more than enhance The Kennickell Group's capabilities—it also primed them to better meet emerging market demands.

"In today's fast-paced environment, businesses prefer shorter but more frequent print runs. They seek the flexibility to update their collateral mid-year without incurring excessive storage costs," articulates Andrew Smith, Vice President of Sales at The Kennickell Group.

Unlocking Budget for Quality

With clients no longer allocating large sums to bulk printing and inventory storage, more **budget** is available for value-added services like high-quality digital embellishments. In a market that's becoming increasingly competitive, particularly post-pandemic, this capability is more crucial than ever.

Thriving in a Post-Pandemic World

"The pandemic changed the way companies view marketing collateral. Trade shows and in-person events were off the table, and now that they're back, there's an intensified competition to stand out," Andrew Smith adds. "Our enhanced embellishment offerings are perfectly timed to help our clients **elevate** their brand presence in this new landscape."



SCAN TO WATCH
ANDREW TALK ABOUT
HIS EXPERIENCE WITH
TAKTIFUL



ANDREW SMITH
VICE PRESIDENT SALES
THE KENNICHELL GROUP



OPTIMIZING **PRICING** FOR GREATER ROI AND EFFICIENCY

Overhauling Pricing Strategy

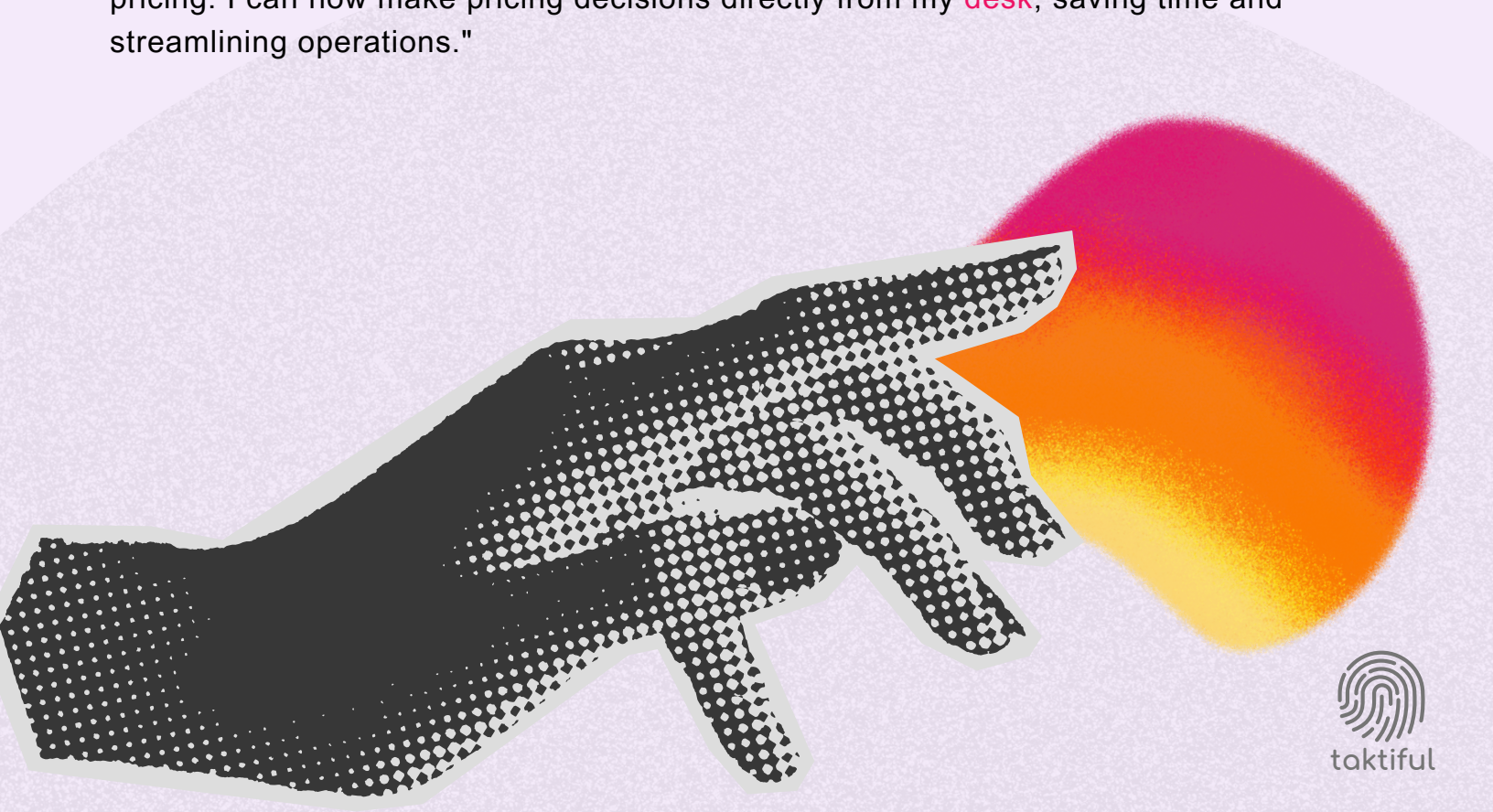
Taktiful's comprehensive training had a multifaceted impact on The Kennickell Group, not least of which was the recalibration of their pricing model for digital print embellishments. "Before the training, our pricing strategy was, frankly, a shot in the **dark**," confesses Jana Johnson, Vice President of Administration for The Kennickell Group.

Establishing Industry Benchmarks

Taktiful's training provided the team with valuable industry insights, helping them understand where their pricing stood relative to market norms. This illuminated the realization that they had been significantly undercharging for their specialized services.

Streamlining Operational Efficiency

"With the newfound pricing knowledge and Taktiful's tools, we've not only been able to command higher prices but also improve internal efficiencies," Jana Johnson elaborates. "The clarity and confidence instilled by the training have eliminated the need for cumbersome discussions with production teams about pricing. I can now make pricing decisions directly from my **desk**, saving time and streamlining operations."



CONCLUSION:

UNLEASHING FULL **POTENTIAL** THROUGH COMPREHENSIVE TRAINING

Holistic Value Addition

Taktiful's Digital Print Embellishment Training Course has empowered The Kennickell Group across various domains — from sales and marketing to design, production, and pricing strategies. "Each training session was a revelation, **unlocking** new dimensions of value for our technology investment," remarks Al Kennickell, President of The Kennickell Group.

Unanimous Endorsement

The efficacy of the training is perhaps best exemplified by the unanimous "very satisfied" ratings from the Kennickell team. Members have lauded the course as "reliable," "creative," "unique," and an "exceptional value for the investment."

Gaining a Competitive Edge

Al Kennickell further adds, "Taktiful's training offers insights and skills far beyond what even equipment vendors provide. There's really no other resource like Taktiful to **catalyze** your journey from novice to industry leader."

Primed for Growth

While The Kennickell Group is still in the process of rolling out a full-scale marketing campaign to showcase their enhanced capabilities, the team is already invigorated by the newfound revenue potential. "The training has transformed the embellishment machine from an underused asset into the company's new centerpiece. The team is fully **engaged** and eager to explore the untapped opportunities," says David Snyder, Manager of Pre-Press Services at The Kennickell Group.



ABOUT THE KENNICKELL GROUP

Founded in 1892 and headquartered in Savannah, Georgia, The Kennickell Group is a family-owned provider of print and marketing services with a global reach. Led by Alfred (Al) Kennickell and a dedicated team, the company specializes in high-performing marketing content, leveraging cutting-edge technologies to help clients across the United States and in 32 partner countries drive sales.



Committed to sustainability, The Kennickell Group takes actionable steps to minimize its environmental footprint. From using sustainably sourced paper to implementing energy-efficient LED lighting, the company prioritizes eco-friendly practices in its daily operations, underscoring its role as a responsible corporate citizen.

Visit: www.kennickell.com

ABOUT TAKTIFUL

Taktiful is a leading consulting company specializing in print embellishments for brands, printers, and original equipment manufacturers (OEMs). With a focus on enhancing the visual impact and tactile experience of printed materials, Taktiful offers expert guidance and support to help clients create, market and sell stunning and unique printed products that stand out in a crowded marketplace.



At Taktiful, we understand that print embellishments are an essential part of modern marketing and branding strategies. By adding eye-catching finishes and textures to print materials, companies can increase brand recognition, engagement, and customer loyalty. Our team of experienced consultants works closely with clients to identify the most effective areas that need optimization, providing customized solutions that deliver outstanding results.

With a deep understanding of the latest print technologies and materials, as well as a passion for creativity and innovation, Taktiful is the ideal partner for any company looking to elevate their printed products to the next level. Whether you're a brand looking to differentiate yourself in a competitive market, a PSP seeking to better monetize your existing embellishment capabilities, or an OEM seeking to develop or integrate new print embellishments into your products, Taktiful has the expertise and resources to help you succeed.

At Taktiful, we are committed to providing our clients with exceptional service, top-quality advice, and innovative strategies that help them achieve their goals. With our focus on print embellishments and our dedication to excellence, we are proud to be a leading partner for brands, printers, and OEMs across the graphic arts industry.

Visit: www.taktiful.com



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VERSION

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About Taktiful

Taktiful connects people to brands using the science of touch. Our consultants are digital embellishment, sales and marketing specialists, who focus on helping the print industry and their customers make sexy print and universal design the obvious choice for customers and brands. We combine the science of touch with the power of print to give you a taktiful experience worth coming back for. Let us show you how to design, market, and sell sexy print to all your customers.

#SexyPrint #GetTaktified #Print