

BUILDING A BRAND THAT STICKS

Share the Knowledge



IT'S A REVOLUTION!



Revolution Print started from a very long print background, from the early 1900's in Ballarat, Victoria – very much a traditional print house – originally named Alex King & Son, then Kings the Printer, then Kingprint.

Despite original traditional capabilities, Kingprint was also keen to embrace change and was an early adopter in digital. Being one of the first printers to establish an online presence they in fact developed three online storefronts before finalising on one solution that suited their brand and future focus. Today the business remains future focussed across sustainability and invests in capabilities, efficiencies and future solutions that will advance the business to tomorrow and beyond.

Leon Wilson, Director, Revolution Print and self-confessed print geek, was originally employed by Kingprint and fell in love with an industry he knew little about at the time. Once the love affair had begun, Leon wanted to put his mark on the business and bought into Kingprint and soon rebranded to Revolution Print with expansion into Echuca and Goulburn.

The rebrand and growth is only one step in the evolution that is Revolution Print, with the journey being so much a part of the real story.

The new Revolution Print brand completely reinvigorated by a bunch of smart young players, with a desire to protect the artistry of print and break away from print's long-held rules and traditions. Leon leads a team who think differently, are confident and comfortable in their role as game changers and who want to see their industry shift to a whole new stratosphere.

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MEET LEON



Photocopier
technician trainee



Moved to Kingprint at
24 employed to build
an online system



Mortgaged and sold
everything we owned
of value to buy into
Kingprint at 27



Supported by his wife,
Leon believed he
could build an
incredible business



New thinking, new
internal focus, new
management team and
new operating focus
was developed quickly –
this was a new era and
team quickly developed
an 'all-in' mantra



LIVING AND BREATHING THE REVOLUTION

GROWTH

WHEN & WHY

- > Online solution began to grow and deliver 60% of orders within the first twelve months
- > Retaining the commitment to their regional heritage being based in Ballarat, Revolution Print began to look to other facilities across Echuca and Goulburn to grow the online ordering and delivery footprint
- > Focus moved to building a sales and client database to expedite ordering and increase capacity capabilities
- > Retained businesses, re-working the capability and developing silo sites with central production in Ballarat was key to the successful implementation of Echuca and Goulburn

THE REBRAND

Revolution Print had redeveloped their strategy and approach to business, grown their online ordering and delivery solution, expanded into further sites and continued to build a new team with a new focus - the Kingprint name needed a rethink.

The new brand needed to encompass who they now were.

INVESTING IN YOURSELF



TECHNOLOGY & INNOVATION

Constant reinvesting in early (and the correct) technology for your business was, and is, critical to your success. Big investments can require chutzpah, however take confidence in your research and look to how the equipment investments marry with your vision for the future model of the company. All investments you make should align with your vision and purpose.

In addition to your investment research and alignment with your strategy, find a brains trust. Revolution Print works within a global community of printers who have similar equipment or output. We share ideas, knowledge, successes and learnings to understand how they have pushed their kit to its fullest capabilities. We do not automate for automation's sake, we dissect, rebuild, streamline and follow a "keep it simple" approach.

Operationally, the easier (and smarter) we make it, the quicker we can output. Working with global minds, deconstructing the full capabilities of all your equipment will prove a hidden gem delivering operational excellence you can be proud of.

BRAND & MARKETING

Investing over and over again in your purpose and communicating that purpose to your clients is a must do in business yet one we are not always good at.

Consider how you can communicate your business not just 'what you do, but 'who you are'.

KIT INVESTMENTS THAT HAVE PAID OFF FOR US

1. KM1
Staff putting the first blood into the machine giving it life.
2. MGI
3 months later further investing Embellishing and finishing tech.
3. WALL ART / INSPIRATION.
4. ONLINE PLATFORMS.



LUXURY BOX

Issued in the middle of COVID, we remained committed to building client and prospect engagement in a period of time when many of our competitors were silent. We used COVID as an opportunity to ramp up our marketing activities and it has proven to be very successful.

We don't have sales teams on the road, so whilst our competitors' sales teams were not in front of clients - the Luxury Box was, allowing our clients to become our sales teams by sharing our samples across their networks.

CASE STUDY

GIVE YOUR CLIENTS YOUR GIFT

Revolution Print created 'gifts' as sample boxes of our capabilities with some sizzle. Revo Creative were provided the opportunity to create, Revolution Print to produce and the team to issue these beautifully sophisticated 'gift boxes' showcasing our skills, artistry and passion for the true print geeks we are.



EMBELLISHED LABELS

Using the newly grown database of clients, prospects and stakeholders, Revolution Print produced a series of embellished labelling solutions and distributed samples showcasing design and operational capabilities.



EMBELLISHED UNCOATED STOCKS

Developed a solution to embellish directly onto uncoated stocks. Once developed we sent to a specialised cohort across our database to showcase this distinct craft and skill. It was overwhelmingly successful and demonstrated our culture and vision of the future of print.

THE TEAM

If you rely on our team to run your most significant investments 24/7 - without trust and active engagement you couldn't deliver your business solutions.

1. Build and invest in your culture within your team.
2. Genuinely seek their input into your business strategy, vision and dream.
3. You should want your entire team to be invested in your success. Lead through sharing vulnerabilities and common passions.



CREATE VALUES THAT MEAN SOMETHING



EMPLOYMENT INITIATIVES

Develop an environment to put the tools down and build values and a united focus. Work with your team and together take ownership through engagement on what business you all want to work for, what you all want the company to stand for and to be.

CREATE THE FUTURE OF PRINT

Approaching print with a modern mindset, investing in technology, sharing ideas and knowledge for a shared goal. If your team do not understand what the future looks like or the goal to aim for, they will not be able to envision their future with your organisation.

WE PRINT YOUR DREAMS

Being committed to your craft, being the industry standard, we all produce work that inspire and thrill our clients. Through your investment in pushing your equipment to its absolute levels, as an industry we are capable of delivering client's dreams.

WE GEEK OUT ABOUT PRINT

Clients have their own businesses that they are passionate about and they will be delighted to see your passion for what you do. Being able to share and communicate your passion with the community of your client's and your business must be synonymous.

If you want something to work and believe in a product, invest everything you've got. From financial investment to emotional. Passion, team building, brand development, cultural alignment and a strong vision for your business is not easy, it is one of the most difficult things you will do, however if you can pull it off, it will be one of the most successful business investments you will ever make.

GOOD LUCK!

Did you engage external teams or agencies to develop the brand or did you map this through with your team alone?

We were very lucky to have been working with one of our client's on our marketing strategy with Kingprint, as they knew our business, our attitude and what we stand for, it was obvious that we should use these same creative minds to assist us and structure the rebrand rollout.

How do you manage the brand and cultural engagement across multiple sites?

This is extremely hard, not only do we have staff working in different states we have some working evening & night shifts. Naturally there will be a feeling of disengagement with the rest of the team, brand & culture.

The important thing is to be all inclusive, use technology to make communication easy - work hard on staying in close contact with those who are not in arms reach.

I do weekly updates to all staff either via video message or group email to inform what's happening for the week as well as share success stories - sometimes, depending on the individual, this is all it takes.

Vision, Mission and Purpose are well-known consulting terms, how do you think they give real meaning or have real value across your business?

The first thing to do is remove the words Vision, Mission & Purpose - they are corporate words, not everyday words - these statements need to be everyday statements, they need to be how you live and breathe.

Dig deep, then dig deeper again, include your trusted network who know you inside and outside the business - be fully immersed in the experience, share with key staff and LISTEN to their feedback and input.

Do you think there is a commercial value or reward in developing a brand and cultural vision like you have?

Of course, these help you stay focused, helps everyone (internal and external) understand your goals and who you are. The value is knowing why you are doing what you are doing, this has a massive flow on effect.

Great story - how to you share digit vs tactile marketing activities?

There needs to be a mixture of both, and for different purposes.

For us, digital is brand recognition, sharing fun unboxing and client success stories and attracting new potential clients. Tactile is fantastic for those already invested and those interested enough to pass over their data for more information.

The more physical products we can put in the hands of our clients who love print as much as we do, the easier it is for them to sell the product to their clients.

NOTES

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LEON WILSON

Director
REVOLUTION PRINT

The entrepreneur of the print industry. Leon Wilson, at 27 mortgaged everything and started Revolution Print. Turning the business on its head, now he is focusing his attention on turning the entire print industry around.

An industry once considered dated and boring, is now being completely reinvigorated by a bunch of smart young players, with a desire to protect the artistry of print and break away from its long-held rules and traditions. Leon leads a team who think differently, are confident and comfortable in their role as game changers and who want to send their industry shift to a whole new stratosphere.