

Profit with On-Site PRINTING

Success Stories: Grab & Go Department

Marianne's Story...

Marianne Dunn, owner of Northampton Party World, noticed the difference right away. "People come in and say 'ooh, you have a big selection.' The selection didn't change but the Grab & Go display has made a difference.

Marianne is talking about the new thirty-two foot InScribe Grab & Go department she added to her store this fall. "It was incredible, InScribe provided 4-foot shelves for my slatwall, 25 pieces of each design to fill the shelves, and merchandising boards and signs, it is totally turnkey."

Marianne says Grab & Go works. "Grab & Go is great for orders from 5 to 500. I keep less money tied up in stock and print what I need on white paper. It's easy to manage my inventory and reordering, there are never issues with the manufacturer being out of stock, I am the manufacturer." Her customers love the options. "They can have the precise number they need and I can print them or they can print at home. I can customize the size and provide a matching ensemble. They don't have to wait or pay extra for shipping."

Marianne thinks Grab & Go is a good financial choice too. "Money-wise it is great! Each 4-foot section saves me \$1500 in inventory, that's over \$12,000 and I expect the additional sales and benefits to increase my profit by over 50%."

Marianne Says...

- "Ordering Imprintables was a headache and 40% didn't sell the way I'd like."
- "I have less money tied up in inventory and I never run out of stock."
- "I have less shipping cost and I can return for credit if a design doesn't sell, thanks to the Perfect Print Policy."
- "I believe in Grab & Go and InScribe. They grow my business!"



Marianne Dunn is the owner of Northampton Party World, a high volume party store in Northampton, Massachusetts. Her invitation department includes InScribe's InFinite Designs, a wide selection of Albums and a new thirty-two foot display of Grab & Go product. We call her store the world's first InScribe store. Pictured here with her InScribe expert Joanne O'Conner. (left)



A picture of the InScribe store at Northampton Party World.

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