



Tom's Message Board

Open for [on-line] Business

When I started Paw Print 20 years ago, we were known as a quick printer. A customer would walk in the front door, order up some printing, and within a couple of days – if not hours – head back out the front door with their job. Faxing was hot, email was taking root, and the Internet was in its final dress rehearsal before taking center stage... around 1995. Like the Wild West, the Internet was viewed with a mix of intrigue, enthusiasm, skepticism, and a lot of unknowns.

“You just wait and see” my freelance graphic designer, Helmut, said to me back in 1993. “Soon, everyone will be using the Net, and as a business owner, the sooner you jump on board, the bigger advantage you’ll have”. Helmut, well into his 60’s and extremely bright, was spot on and already knew the potential of this Internet stuff. He built Paw Print’s first website in 1993! Little did I realize then how forward thinking this was within the printing industry – local or otherwise. In the ensuing 18 years, the Paw Print website has morphed many times to transform from fundamentally a brochure site, to that of a very functional business tool. For years, www.paw-prints.com has told the Paw Print story – about its mission, personnel, and products – and along the way added graphic arts resources, easy-to-use file uploads, customer portals with each client’s document library for easy re-ordering, and web-to-print capability; whereby a client can typeset their own documents (like business cards) from their computer. The Paw Print site continues in constant motion with new links and tools added all the time.

So what’s next? Our new on-line storefront!

To my knowledge, when it launches (any day now...) www.shop.paw-prints.com will be the first Vermont-based ecommerce printing site. Differing from the current site, the online storefront is all about conducting business... business with YOU! Once you log in and set up an account, you can pick a product, choose your specifications, select your quantity, get a real-time price, upload your files, view a proof, select delivery or shipping, and click checkout and pay. Quick, easy, and convenient.

Best of all, our on-line prices are competitive with the established on-line sites! The initial launch of the storefront offers commonly purchased B2B products to meet the budget-conscious needs of today’s businesses and organizations. Locals can reap the savings of buying on-line while still supporting the local economy PLUS getting the same great service Paw Print is known for! I’m really excited to be offering this service. At the end of the day, it’s all about meeting our clients’ needs and providing the best possible experience. Stay tuned for a launch date!

The connected world my friend Helmut predicted 20 years ago is here. I’ve lost touch with him but my hats off to Helmut. I think he’d be proud. Quick printing has come full circle.

Tom Brassard, President