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**Solutions**  
POP Signage, Print on Demand, Direct Mail, Web-Enabled Printing, Inventory Management

**Services**  
Variable Data Printing, Digital Printing, Offset Printing, Graphic Design, Product Photography, Fulfillment

**"Reach Your Target Audience  
And Build Your Business"**

**→ OUR SERVICES**

- Variable Data Printing
- Digital Printing
- Offset Printing
- Graphic Design
- Product Photography
- Web-Enabled Print Procurement
- Kit Packing & Drop-Shipment
- Warehousing
- Sales Lift & Cost-Benefit Analysis
- Web-To-Print Demo

**→ SOLUTIONS**

Foxfire Designs, Executes and Distributes with Great Service, Ease of Use, Cost Efficiency and High Impact!

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**Foxfire - Your Single Source Marketing Solutions Company.**

**Press Release**

**Foxfire Printing Implements an Online Procurement Solution, Printable Technologies**

**Newark, DE - 2005-07-20**

According to Granada Research, "companies lose 20 to 40% of annual spending on business printing through redundancy, obsolescence and other waste areas."

The solution: E-Procurement.

E-Procurement reduces the print buying cycle time by 75% by eliminating delays and inefficiencies in the system and simplifying required tasks. It also reduces the print-processing costs by 39%, which is attributed to effective printer management and elimination of errors, according to Print E-Business. A study done by the National Purchasing Managers association found that the average cost of securing a purchase order for procurement in Corporate America is \$125, but by using an integrated e-commerce solution, the same purchase costs less than \$20.

Continuing to bring efficiency to the print process, Foxfire has implemented the E-Procurement solution from Printable Technologies. The solution includes a group of Internet and web-based applications for the Printing Industry. Foxfire provides a comprehensive, end-to-end group of applications delivered over the Internet. By streamlining, standardizing, and automating all of the tasks that go into print procurement, everyone in the print supply chain will work together more efficiently. The Traditional Print Production Workflow has 7 steps; Job Origination, Job Collaboration, Job Assembly, Preprint Workflow, Device Output, Printing and Final Fulfillment. By using Printable Technologies, Foxfire can reduce the Workflow to just 3 steps: Job Origination, Printing and Final Fulfillment, reducing origination, collaboration, assembly, and prepress times to nearly zero.

Printable Technologies will give Foxfire the capabilities to offer their clients specialized print-specific orders, quote and asset management, and workflow solutions. Foxfire continues to stand out in the competitive marketplace by offering their clients' cost-saving solutions that streamline print ordering, communication, production, and delivery of goods and services.

Through the use of Printable Technologies, Foxfire has the ability to develop one-to-one marketing programs for their manufacturers clients. For example, in the auto industry we can customize mailings to send to customers containing variable data such as the person's name, picture of the car that fits their demographics or what they liked on their last visit to the showroom. A second example is for a sales team to have at their disposal, bank of pre-designed direct mail pieces that are industry or product specific. As the salesperson makes their daily prospect calls they can download their contact information for those days calls to create custom mailings daily.

The bottom line: Foxfire Printing will provide their customers a way to work faster, smarter and less expensively.