

*“Precisely HOW*

**NETTL**

*changed MY BUSINESS”*

*An*

**EXTRACT**

*taken from the*

**ANTHOLOGY**

*of TRUE tales*

*from our fine PARTNERS*





# Hello, I'm Raj

*Nettl of Stockport*

## *How would you describe your business before Nettl?*

Before becoming a Nettl partner, we were a printing franchise which was bolted on to my greeting cards business, Davora Ltd. We provided our clients with design and print, both litho and digital. My Nettl team currently consists of 3 people: me, the owner and Toby, my Studio Manager. We're expecting our lead graphic designer to be back after having her baby in a couple of months.

## *What inspired you to join Nettl?*

I was a highly impressed customer of the network. As a customer, it ticked all the right boxes – cost effective, great quality, guaranteed turnaround times on all the print. Becoming a partner was a no-brainer when the opportunity came up. It was all very timely, as we had just started building websites for some of our clients, and we could see the demand growing.

## *Who would play you in Nettl the Movie?*

I'd be Bill Murray in his role from Groundhog Day. Because every day is the same but different, and Toby would be Zach Galifianakis of course.

## *What challenges were you looking to solve?*

Our customers were increasingly asking us to help with their website needs. We were using third party services which left us a little vulnerable. As a Nettl, we can now offer the full service experience to our clients which they tell us they love.

### PROFILE

#### LOCATION

**STOCKPORT**

#### BUSINESS TYPE

**DESIGN & PRINT**

#### BRAND ENGAGEMENT

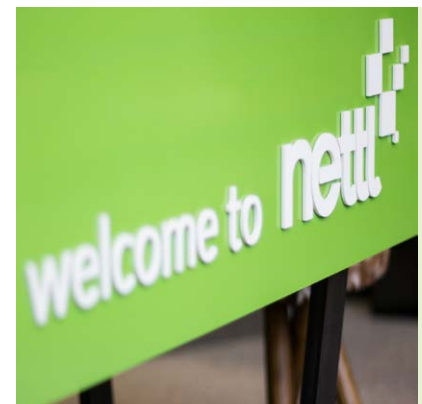
90%

#### NETTL PARTNER FOR

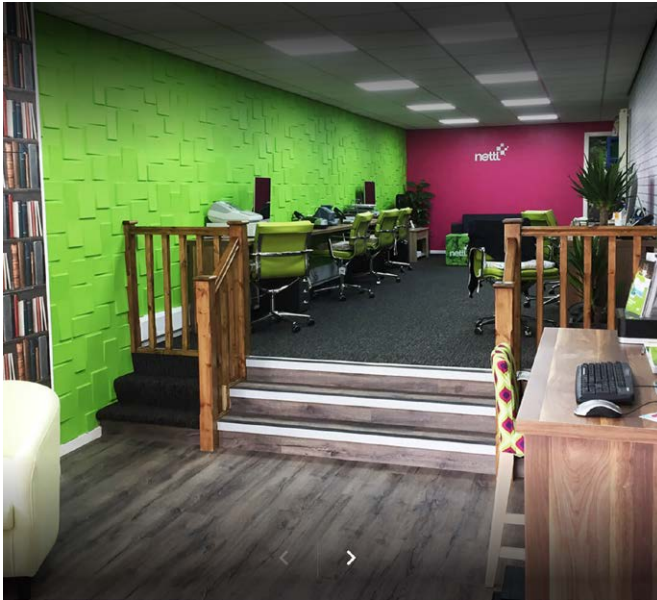
**2 YEARS**

#### TEAM MEMBERS

**3 NETTLINGS**







## *How has Nettle changed your business?*

We've been able to market to more people and win more clients. The new look has been a great talking point locally and with our customers. We're also now more able to articulate the services we do - we're no longer a "printer that also does websites on the side". We're now a full service provider.

## *What has been your most interesting project?*

We built a membership site for the Four Heaton's Traders Association, a local business group of which we are also a member. The challenge was to reduce the effort required to become a member or maintain members - previously an onerous annual paper based task with mixed results. The new website allowed members to set up an online subscription and self-manage their memberships, giving them access to member-only content.

*"Our position in the local print market place was under pressure, we needed to change"*

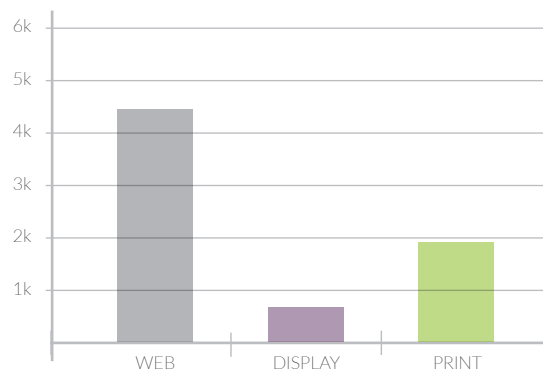
## *What's your weirdest client request?*

We were once called by a very panicked existing client on a business trip to Canada. He couldn't find the "@" symbol on the US keyboard. Safe to say, we saved his career.

## *At the Nettle bar what's your drink of choice?*

I'll go for 'The Godfather' (I'm going to need one after this survey!)  
Toby usually has a glass of Rioja. Straight up. Hold the rocks.

## HIGHEST ORDER VALUE



## NEW CLIENTS

# 189

## HIGHEST VALUE WEB PROJECT

# £4,200

## HIGHEST VALUE PRINT PROJECT

# £1,967

## MARGIN GROWTH

# 20% ↑





*How have your clients reacted to Nettl?*

They've loved the new look and feel. It's a complete transformation from our printing store and a great conversation starter.

*“The support we get in running our studio is superb”*

*What's the best thing about Nettl?*

I really like how there's always something new on the horizon, such as the new fabric printing, signage and SEO. It all gives us more reasons to speak to our clients and less reasons for them to shop around. The support we get from Nettl in running our studio is superb.

*How did your team react to Nettl?*

Very positive! We needed something that re-invented our business and Nettl was just the ticket. The team are more enthused than ever and this reflects positively on our clients.

*“We're no longer a printer, we're now a full service provider”*

*How has Nettl training helped you grow?*

The online world is as vast as the ocean. Nettl has helped us to focus on what's important and provided the necessary training to allow us to be confident in the services we offer.

WEB PROJECTS WON

54

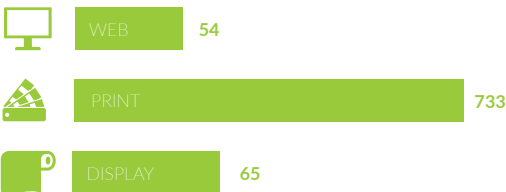
PRINT PROJECTS COMPLETED

733

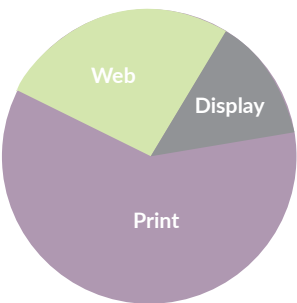
DISPLAY PROJECTS COMPLETED

65

PROJECTS COMPLETED



PRODUCT MIX BY REVENUE



To find out how a Nettle partnership could  
help your business grow, contact us at:

**partner@nettl.com**  
**0800 211 8060**

If you need a website, print, or advice in  
Stockport, pop in and see Raj and Toby.

**www.nettl.com**

