



# Success Story

## RL Printing Uses the Internet to Automate Its Print Procurement Process

**rl**printing

RL Printing provides a full array of printing services including digital printing, data merging, order fulfillment, and mailing services. The firm also creates corporate newsletters and e-mail marketing campaigns.

RL Printing automated its entire print procurement process and uses its web site to receive customer files and manage customer orders. Order creation, job tracking, proofing, and approvals are provided to customers through their web site.



RL Printing chose **The Internet Factory** to provide database and web hosting, connectivity to the Internet, and Internet consulting services.

"Our business is dependent on Internet technology," explained Bob Pascal, president and owner of RL Printing. "A popular feature of our web site makes it easy for our customers to reorder repetitive printed products online from whichever office needs the printing. Our technology saves our customers time and money."

RL Printing uses File Transfer Protocol (FTP) to receive and send files. The files are often very large and may take some time to transfer. Before switching to **The Internet Factory**, its customers would tie up a

computer to send a file to RL Printing only to have the process abort before it was finished. Now, the files transfer easily without incident.



Like many businesses, using its web site to communicate with customers is mission critical for RL Printing. Their customer interfaces must keep working at all times, no matter how much data is moving back and forth, and their customers must always be satisfied.

"I like using **The Internet Factory** because they are so knowledgeable and easy to work with. They took the time to really understand my needs," added Bob Pascal. "I use their consulting services and get practical, insightful answers to any issue or problem I have. I am so pleased with **The Internet Factory** that I now have their DSL service at my home and recommend the company to other businesses."

**The Challenge:** Provide customers reliable, convenient, and fast ordering services, including the ability to handle very large files, via the Internet.

**The Solution:** Use connectivity, web and database hosting, and consulting services from **The Internet Factory**.

*For more information about the proven performance and personal service provided by The Internet Factory, visit their website at [www.tifnet.net](http://www.tifnet.net) or call (847) 564-7777.*

*To learn more about RL Printing, visit their website at [www.rlprinting.com](http://www.rlprinting.com) or call (847) 922-2767.*

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