

John Montesdeoca

(John Montey)



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Comm Ave Construction Begins, July 28th, 2017

all close ups



MassDOT began its Commonwealth Avenue Bridge Replacement Project yesterday, shutting down vehicular traffic on the BU Bridge and Comm Ave between Packard's Corner and Kenmore Square until August 14, and reducing lanes on the I-90/Mass Pike (east and west) today through August 7. Shuttle buses, such as this Peter Pan bus, will replace Green Line trolleys for inbound and outbound T passengers between the Babcock Street and Blandford Street stations. Photo by Jackie Ricciardi



Simplicity for the enterprise

Vistaprint Corporate puts high-quality custom print in the hands of your employees—quickly, easily, affordably. We offer two convenient ways to get everything your team needs to make a lasting impression—from business cards to marketing materials to promotional products.

Two ways to order

Enjoy the flexibility of one or both services at the same time



ProShop

We provide your company a private online storefront where designated users can order custom print for your company. Setup is simple, and so is using it.

Why ProShop?

- Customize products pre-designed with your brand, or
- Upload new designs on blank products
- Get free shipping on orders over \$50
- Pay by invoice or corporate card on file

Plus, ProShop delivers quick turnaround, impeccable quality, and account management support—all starting at \$99 per year! Your ProShop pays for itself within the first few orders.



Large Custom Orders

Get bulk quantities of anything on Vistaprint.com or ask us to source products.

Whatever you need in large quantities, we can make it happen. That includes:

- Specialty printing
- Mailing services
- Booklets and catalogs
- Apparel
- Promotional products

Contact us about your large volume order, and we'll provide you a competitive quote.

“Ordering is so easy, I love it! This is perfect and will really assist us with the ordering process.”

Lauren Dods • Administrative Associate II, MACEM at Fredrick Community College

Is Vistaprint Corporate right for my company?

The custom print needs of large companies differ greatly from those of small businesses and personal shoppers. You may be eligible for a Vistaprint Corporate account if one or more of the following describes your business:

- Spend more than \$2,000 per year on print products, or
- Have 20+ employees

From: noreply@hubspot.com
Sent: Monday, April 16, 2018 3:56 PM
To: John Montesdeoca
Subject: Coming soon: New name, better portal



COMING SOON

New name, better portal

Hi there,

Next week we're releasing a breakthrough platform that will give your company faster, more flexible access to print and promotional products. The portal you may have seen in demo will have a new look and new name. Introducing ProShop!

ProShop will offer an expanded product catalog, improved site navigation, and robust functionality that will enable you to:

- Upload designs on blank products for time-sensitive or one-time orders
- Add new designs for others within your organization to purchase with "Save to ProShop"
- Customize products with pre-designed templates to ensure brand consistency
- Request specialty print or large quantity orders

Although the name has changed, ProShop still simplifies ordering for multiple employees and office locations. And as always, you'll enjoy:

- Everyday low corporate rates
- Free shipping on orders over \$50
- Flexible payments options including invoice, corporate card on file, or personal payment
- Helpful features such as batch ordering and order approvals

There are no additional charges and no action is required on your part. You can expect full access to your portal during this transition. Once it's complete, all your existing templates will still be available on ProShop.

We'll be in touch again with more information when ProShop is live. If you have any questions in the meantime, contact your Print Specialist who will be happy to help.

Your Print Specialist: Vistaprint Corporate

Email: info@vistaprintcorporate.com

Sincerely,
Vistaprint Corporate



Hi there,

The Basic Ballpoint Pen on your portal is being discontinued as of April 27, 2018. No need to worry. We've found a better pen at a great price.



Introducing the Premium Ballpoint Pen! Softer grip, smoother writing, and more upscale chrome accents. Still lightweight, and still customizable in full-wrap design. Available now, and for only 25¢ more per piece on average.*

Action is required if you want to offer the Premium Ballpoint Pen to your users. Contact your Print Specialist Vistaprint Corporate at info@vistaprintcorporate.com to request this pen on your portal.

Sincerely,

Vistaprint Corporate

*Average based on quantity ordered.

Vistaprint Corporate 275 Wyman St Waltham Massachusetts 02451 United States

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Printing trends of 2018 that your company should know about

Jan 17, 2018



If your company purchases more print than you expected, you're in good company. Print is trending.

Commercial printing sales have increased 9.1% since 2011. Idealliance's **"State of the Industry Report, 15th Edition"** predicts that sales will grow an additional 1.5-3% in 2018.

Print's resurging popularity means there will be more competition for your brand awareness offline too. The merchandising and design experts at Vistaprint Corporate present the following printing trends you should know about to deliver faster, more effective visual communication. Expand your reach in 2018. Get inspired. Get printing!

Print and digital fusion continues

One reason for the print industry's comeback is its embrace of digital media. Print products today are examples of what economists call the **Fourth Industrial Revolution**—a period of emerging products that blur the lines between physical, digital, and even **biological** mediums.

The increasingly common fusion of **print and digital marketing campaigns** illustrates how print is evolving into a hybrid form of communication. Production designers at Vistaprint Corporate, who are tasked with setting up design templates on the private online portals we build for large organizations, have already noticed companies using print to get attention in the noisy world of social media.

"Different companies will have hashtags to get people talking about them on the Internet," says Stephanie Cobb about recent postcard designs she has seen. "There are also more business cards with Instagram or Twitter info to get people to follow them."

In these cases, companies are using print to boost digital awareness—further evidence that print and digital are functioning as complementary forms of communication that reinforce each other.

Takeaway: Let print help direct missed viewers to your digital channels.

Companies are clamoring for distinction with bold colors, minimalism, and texture

Free design software, tools, and apps have made it easier than ever for anyone with a computer or mobile device to make professional-looking graphics. This means there's lots more visual communication saturating audiences—with designs ranging from successful to very unsuccessful. You'll need more than high-quality design to gain interest in your brand and messaging.

Companies are turning to bold, minimal designs to get noticed. Production designer at Vistaprint Corporate Michaela Bolotin explains, "There is just so much stimulation. Everywhere you look there are screens flashing. It really is a struggle to win the attention of your audience. I think that has a part in this trend of bold colors, and expanses of solid colors on designs to really stand out."

Bold is relative, each designer at Vistaprint Corporate points out. Whatever approach you use to achieve originality, our designers recommend that you to keep your audience in mind first. Modern and trendy doesn't resonate with every age group or geographic region. If you have a more traditional audience, try another approach.

The use of texture on a business card, for example, helps a company to distinguish itself. Tactile embellishments such as raised print, a metallic finish, or a premium stock such as linen will add texture to your business card. Fellow production designer Leah Spencer explains, "These give customers a different way to remember your company, other than just with visual memory. They'll hold onto your business card and be like, Wow. This feels different, and it is different, and I'm intrigued."

Takeaway: Aim for originality that still connects with your audience. Engage more senses to stand out.

Repurpose paper and promotional products

Companies are increasingly using printed products beyond their traditional uses, according to Senior Product Merchandising Manager Chris Hamel. "Business cards are being used as loyalty cards or appointment cards. Also, you see them given out as coupons or a way to display promo codes," Hamel says.

"Same thing with brochures," adds Hamel. "A brochure is essentially a flyer that's folded in a variety of ways. That works well for creating menus at restaurants, as well as something you may pick up at the doctor's office or tourist info desk."

Promotional products are getting clever applications too. Apparel such as custom-printed hats and T-Shirts are being used as company uniforms, as well as traditional giveaways. "It all depends on the route you're looking to go," Hamel says. "Basic items that have a digital imprint of your logo can be a very cost-effective way to get a variety of uses."

Takeaway: There are many ways you can repurpose paper and promotional products. Doing so can help you reach more people or save money.

Print is moving towards online procurement

Advancements in manufacturing are driving the rapid transition to online procurement, according to Senior Merchandising Manager of Vistaprint Corporate Matthew Rees. "Complex print and promotional product orders that would traditionally be handled offline can be created and ordered using online portals," Rees explains.

Rees cites a July 2017 market study by Global Industry Analysts, Inc. that shows the volume of print procured through e-commerce channels increased 56% from 2014 to 2016. In 2016, 41% of all print volume was transacted through e-commerce channels alone.

Online portals are a procurement method that allow products such as lawn signs, **banners**, mugs, and more to be ordered as quickly as composing a tweet or Facebook post—all with the same or better quality you could get from a local print shop. The custom-printed products can be ordered from anywhere, and shipped wherever needed, much like shopping from any e-commerce site.

"Online procurement is a trend we believe will continue," Rees adds. "That is why we've worked hard to make the customer experience of ordering as easy as buying from your favorite online store."

Takeaway: Consider what printed products you can order faster by getting them online.

Automation is the future of print

Automation of processes allows companies to increase efficiency and save money. Top companies in the commercial printing industry will continue to **invest more capital in automation** over the next few years to meet demand, according to the Idealliance "Capital Investment Report, Fall 2017."

An online portal automates frequent print orders by having products already set up with a company's pre-designed templates. Products such as **business cards** are then readily available to print on demand. When business cards for a new hire are needed, only text fields need to be updated, and new business cards are created. Fresh versions of **postcards**, **flyers**, and brochures can be made just as efficiently with an online portal.

Automation also speeds up large quantity orders. Batch upload functionality, for example, allows business cards for multiple people to be ordered all at once with a single .csv file. Several tedious steps are eliminated to create discrete business cards, while at the same time ensuring brand consistency on each card.

Takeaway: Spend more time making creative assets; spend less time ordering them with an automated solution.

Category: [Print](#), [Products](#)

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PRESS RELEASE

For Release June 20th, 2018

Madeleine Vaudo
Vistaprint Corporate Solutions
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Vistaprint Corporate Solutions Launches Next-Generation Custom Print Portal

ProShop gives companies their own custom branded storefront

Waltham, Mass. – June 20, 2018 – Vistaprint Corporate Solutions, a Cimpress company, is excited to announce the launch of their next-generation custom print portal, ProShop. The revolutionary new platform enables companies to create, customize, and order any print and promotional product from their own custom branded storefront.

Built to be easy for companies to manage and adapt to their changing needs, ProShop is backed with dedicated service to keep every custom order stress-free. Intuitive administrative tools provide the ability to control user access, approve or deny orders, and track shipments and spending. Help with everything from templates, designs, and ordering is always available from personalized account management support.

“We set out to create a product that simplifies ordering customized products for any number of employees or office locations,” says Don LeBlanc, President of Vistaprint Corporate Solutions. “ProShop gives your company faster, more flexible access to every branded product you need to promote your business. You really can customize any product, on your own, or we’ll do it for you.”

Self-service functionality added to ProShop cuts down turnaround time. Hundreds of products can now be customized independently to create brand-consistent materials in the following ways:

- Upload designs to blank products for time-sensitive or one-time orders
- Add new design templates to ProShop for users to order

Companies will find using ProShop as simple as shopping from your favorite online retailer, but for your own brand and with exclusive perks. Special corporate pricing and free shipping on orders over \$50 ensure everyone in the company is paying the best price on custom products. Purchasing is made easier with flexible payment options that include invoicing, corporate card on file, or personal card. And batch ordering saves time creating items for individual employees – simply by uploading a list.

"Ordering was a manual process before Vistaprint Corporate Solutions," explains Roque Balina, Media and Communications Manager at CoWorx Staffing Services LLC. "We had to pool orders and place them through several different vendors. It was scattered all over the place. Being able to have people print what they need, on demand, frees up our time."



Now with ProShop, companies can enjoy even more speed and convenience at plans starting as low as \$99 per year. Companies interested in a ProShop of their own should visit VistaprintCorporate.com for more information.

About Vistaprint Corporate Solutions

Vistaprint Corporate Solutions, a Cimpress company, is a global e-commerce leader in providing custom print and promotional products to mid-market, commercial, and enterprise customers. With our innovative ProShop platform and CustomQuote services, we provide a streamlined solution that enables organizations to overcome the logistical challenges of distributing brand-consistent materials—from small batch to bulk quantities. ProShop empowers companies with their own custom branded storefront—equipped with a quick approval process—where users can create, customize, and order any print or promotional product. Learn more about how we deliver simplicity for the enterprise at VistaprintCorporate.com.

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