



## CASE STUDY: H.YOUNG

SECTOR: **Cycling, Outdoor Leisure**

OBJECTIVE: **Reduce print cost and simplify Madison catalogue distribution**

CALDERSTONE SERVICE: **Litho print; fulfilment**

### THE STORY:

Madison is the UK's leading distributor of bicycle parts and accessories, as well as the country's fastest growing motocross and freesports equipment supplier. We were challenged to maximize the value and simplify the printing and distribution of their 800 page Cycle Trade catalogue, one of the biggest in the industry. With over 4,000 retailers and 65 brands this catalogue is a critical piece of marketing collateral for Madison.

By utilizing our substantial buying power we were able to obtain the ideal balance of cost and quality to ensure the final product was up to the high standards Madison's reputation demanded. Our team worked closely with their internal design department well ahead of schedule to ensure there were no errors and improve the overall quality of the catalogue, even down to recommending a more secure binding solution.

Owing to the importance of the catalogue, we had to make sure the final product arrived in the best possible condition. We sourced the ideal 'Amazon-style' wrap-over book boxes which meant they arrived safe and secure. We then significantly reduced Madison's distribution charges, through negotiation with couriers, whilst ensuring the catalogues were delivered in time for the new season. Madison were very happy with the value, quality and speedy turnaround of the final product and our partnership with them has gone from strength to strength.



Sales performance lives and dies by the timing, content and quality of the catalogues we distribute to our dealers and customers. Our decision to work with Calderstone was driven by the peace of mind provided by their guidance and partnership through all stages of the job, including artworking, proofing and delivery to our dealers. Our business is a constantly evolving portfolio of brands and they accommodated changes right up to and well into the proofing stage. Overall the job was a big success and we will be asking Calderstone to provide us with the best possible print and distribution solution again next year due to the success of the project.



**Robert Mance, Design Manager, Madison**

