



PrimeNet moves to Largo, Florida, adding space and capabilities

We've moved! And we love our space. The former building couldn't keep up with our growth in clients and new equipment. We will be hosting open houses to show off our new space. We can't wait to share it with you.

The theme of our move is "Growing Together," because our growth is due to you, our growing customers. Our new building is completely renovated: new floors, ceilings, walls, electrical systems, back-up systems, security, generators and decor.

All employees from the Clearwater location have transferred to the new Largo location. PrimeNet leadership and account teams remain in place and phone numbers and emails remain unchanged.

Please call us for a free tour at 727.447.6245 or 800.826.2869.

The Move in Numbers

52,677,933

Number of data files we successfully transferred without interruption in service or security breach.

125,463

Pounds of printing presses moved to the new building. That's the equivalent of 7 school busses. Heavyweights include: New Xerox iGen4; New Xerox HLC128 highlight color; new Heidelberg SM74 29" press. We doubled our offset print capabilities.

400

Increase in data transfer speed. We jumped several generations at once in this move.

231

Tons of reinforced cement block, flooring and ceiling to make the building a Class "A" brick structure, built CAT 3 certified. If there is a hurricane, come spend it in our building and you'll be safe.

8

Miles from our old facility, yet with all this change, we feel a world away!

3

Number of shoes each of our managers have worn through in trips back and forth between the old and new buildings during the planning and actual move, over a 9 month process.

0

Client interruptions and delayed jobs. It's our smallest number, but the one we are most proud of.

‘Interruptive Marketing’ — New trend starts with direct mail



With Thanksgiving and Christmas coming, retailers are moving into high gear. Mailboxes, airwaves, e-platforms and outdoor are screaming for consumer’s attention.

In this time of media saturation, how do you get and sustain a consumer’s attention? According to Doug Knorr, president of Knorr Marketing in Traverse City, Michigan, the answer is “interruptive marketing.”

“I’m referring to a marketing strategy of communicating a consistent promise, using promotions across all channels, and interrupting your prospects’ attention at just the right time.”

Knorr primarily serves home furnishers across the U.S. His strategy is to build customer loyalty to a store (or chain) and frequency of visits

“In the furniture business, most marketers try to lure you into a store with a knock-out sale item,” Knorr said. “We start by using broader thinking. We ask the store leaders, ‘What is the marriage you want to build with your customer? What is the long-term, broader value proposition?’”

Target your messages to the buyer’s exact situation

Knorr said if a customer is comfortable in your store, watch what they buy and send them targeted offers. “If they are a new customer, invite them back with another offer. If they buy a bed, then send them a deal on a bedroom set.” Knorr uses PrimeNet to create offers that are customized to each customer’s buying habits.

His philosophy of interruptive marketing also refers to having lots of messages in lots of mediums so that you get the buyer’s attention. Texting is a great example. “Everyone looks at a text message, no matter what they are doing.”

Because direct mail is easily measureable, it is the foundation of Knorr’s marketing campaigns. Direct mail enables a furniture store to target households that meet their buyer profile, with an offer that relates to the buyer’s past shopping history.

Combining customer analytics with digitally customized offers

This type of marketing requires sophisticated customer analytics and database marketing. “Accountability is king,” Knorr said. “My philosophy is that if you can’t measure, you’re probably losing money.”

Knorr selected PrimeNet as his direct marketing partner because of our analytics, our innovation and our accountability. “They do what they say they will do,” he said. The result: “We have many clients that have seen store visits increase consistently in the 60 to 70 percent level.”



Free White Paper Business building ideas for individual franchise operators

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3 high-powered Xerox HLC 180s added to printing area



Customers are requesting more digitally customized printing in black with one highlight color. The format gives them maximum visual impact at minimum cost, and each piece can be addressed with tailored messaging.

Recognizing this customer demand, PrimeNet has added three Xerox HLC 180s to the printing floor.

Some of the benefits of this digital printer:

- True to its name, these printers output 180 pieces per minute.
- Custom-blended highlight colors maximize your brand and increase the emotional impact of your documents
- Prints at 600 x 600 dpi color and 600 x 2400 dpi black
- Popular for postcards, newsletters, booklets, flyers, reports, letterhead, invoices, forms, statements and envelopes

Welcome these new clients

Tampa Bay Rays

Legacy Wealth Management

The America Library of Poetry

Innovative Energy

Perkins Restaurant and Bakery

Pace Landscaping

Sonny's Bar-B-Q

Brass & Oak Galleries

Broadway Direct

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Simply send your email, name and company name to us at info@PrimeNet.com. We'll switch you over to the email version of our newsletter.

Enter Our Fall Contest



Win a new Amazon Kindle FIRE! To enter, go to www.PrimeNet.com, and take the Fall Quiz on "America on the Move."

(Since we moved to a new facility, we're amazed at how common moving is in this country.)