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Indy Printer Wins Farm Bureau Contract

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INDIANAPOLIS — Indiana Farm Bureau Insurance recently made the switch from a Kentucky-based web-to-print provider to Indianapolis's own Print Resources. With 92 locations across Indiana—one in each county—Farm Bureau needed a better way to manage its printing.

Farm Bureau Team Leader Kristel Baker explains, "We chose Print Resources because they were able to meet our needs for website ordering and we were specifically looking for a local vendor to fill our orders."

Using the Print Resources platform, Farm Bureau employees access an online storefront, create customized materials with variable data (e.g. a personalized postcard), and send them to print digitally. After an order is placed, printed materials are ready in three to five days.

"Print Resources has provided web-to-print services for more than five years now," according to company co-owner Tim Browning. "This segment of our business is growing—quite simply because it makes sense for large organizations. Web-to-print is a smart, efficient way to manage complex print purchasing. Not only are materials finished faster but web-to-print also ensures brand consistency across multiple locations."

In addition to traditional printed materials, online storefronts can be used to sell and distribute branded items from pens to polo shirts. "It's a great option for Farm Bureau, or any business with multiple locations," Browning adds.

Print Resources provides similar services for other businesses like LaVida Massage and EnerDel, as well as local high schools like Hamilton Southeastern, Carmel, Brownsburg, and Speedway.

About Print Resources Print Resources (www.printindy.com) is a design, print, and promotional products provider with locations in Indianapolis, Indiana and Jacksonville, Florida. Leveraging extensive industry knowledge and outstanding vendor resources, Print Resources provides exceptional service. Print Resources was named to Inc. magazine's list of the 5,000 fastest growing private companies in the nation in 2007 and 2009.