

140 opticians with a common marketing portal with room for diversity

Optik Team, Denmark's largest voluntary chain of opticians, was looking for a digital solution where the chain's 140 stores could order printed materials, merchandise and other marketing materials.

They chose our [marketing portal solution](#), where each store logs in and customises the materials to match the store's profile, name and logo.

Lots of shared benefits

When Optik Team orders collectively via the portal, they get the best and cheapest production solution:

"Depending on the number of participating stores, the number of pages in the brochures and the circulation figures for the individual brochures, we can produce individual versions using our printing technology, and at the one of the Group's three production sites to provide the best value for Optik Team," says Marketing Coordinator at Optik Team, Annemette Graversen.

[Read more about our marketing platform here.](#)

Warehouse and distribution

In addition to customising and ordering marketing materials, stores can choose from three delivery methods:

"When the shop creates the order in the system, they can choose to have the finished edition delivered and then take care of further distribution themselves. They can also specify a geographical area and let us take care of all the practical aspects of household distribution. Finally, they can have the print run stocked by our distribution department in Vejen, and then order them as and when they need them," says key account manager at Rosendahls, Lars Kristiansen.

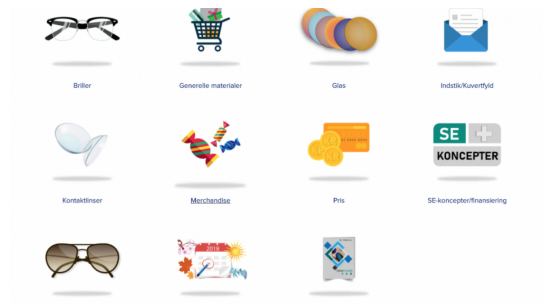
Household distribution is part of the overall solution as Stibo Complete owns DistributionPlus and therefore has access to good distribution prices and a well-functioning administrative setup.

Contact Lars Kristiansen to find out more about what we can do for you

"Stibo Complete has been incredibly flexible and open to our special requests, and I have yet to hear them say no to a challenge. Their answer is always 'we'll find a way!'."

Annemette Graversen

Marketing Coordinator at OPTO Gruppen

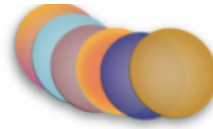




Briller



Generelle materialer



Glas



Indstik/Kuvertfyld



Kontaktlinser



Merchandise



Pris



SE-koncepter/finansiering

