

WE FIRE QUESTIONS AT DEN...



Den Frankham
Sales Executive

Q. How long have you been involved in commercial printing?

A. Over 25 years learning from the ground up. I have picked up most disciplines, I was a rubbish machine minder, a pretty average finisher and I can drive a Mac to a good standard (I have guested in pre-press as holiday cover).

Q. Print has changed dramatically over recent years, what are the main differences you have experienced?

A. Our industry and Publishing in general is probably responsible for the evolution of the Apple Mac, which has revolutionised the way we do things. The consequence of that is that customers expectations have shifted accordingly, last minute jobs are commonplace and often new business is won if you can meet the time scale rather than any other consideration.

Q. Any other consideration? What do you mean by that?

A. We work in a very competitive marketplace which has to respond to the demands of other industries who are working under tight deadlines themselves, but the qualities which make BCP stand apart from our competitors often get overlooked. Our USP is customer care and attention to detail, if clients are purely buying on price then it becomes a lottery. We are competitive in the market, but there will always be someone out there willing to undercut. If a client is looking to build a relationship with a supplier who cares about them and their customers and who consistently delivers a top quality product at a fair price then they need look no further.

Q. Do last minute jobs come in very often?

A. Yes, it adds to the spice of the working week. There is always something which has been overlooked or changes are made when someone in the approval chain finally gets to read a proof. It's human nature to leave things until the last minute and knowing that we can perform to very tight deadlines is always going to be at the back of a clients mind.

Q. Surely dropping everything in the schedule to please one client is only going to disappoint another?

A. We have to be very flexible to ensure all our clients get what they expect. Our investment in the Anicolor has given us a more capacity and allows us more freedom when dealing with the unexpected. We operate around the clock and it's amazing how much work our nocturnal workforce can produce during the night, it's a bit of a balancing act, but we hope for the best and plan for the worst.

Q. With the impact of e-commerce how secure is the future for BCP?

A. The internet has opened up opportunities for everyone to become an entrepreneur with little skill and minimal outlay.

Online print shops have certainly made printing accessible to a lot of businesses and have impacted on trade to a degree, but more discerning clients and print purchasing professionals will always prefer the one to one contact with a trusted supplier. Again, it comes back to price against overall service, we have a dedicated core of regular customers who value that relationship which is at the heart of our business.

Q. Now that every home has a computer and a printer is the demand for printing reduced?

A. We deal with people who are serious about the image they portray to their peers and to their clients. With the greatest of respect, our clients are smart enough to know the limitations of DIY printing and exploit it accordingly. By all means produce your own internal documents, posters etc on your office equipment, but for the material which promotes your business to your potential customers it has to be the real thing.

Q. So, is the future bright for BCP?

A. Sure it is. We've been trading now for many years and worked through any number of recessions and changes in working practise.

We are constantly re-investing in staff, equipment and technology to keep BCP at the forefront of the market. This website is just another reminder about how we adapt to change and keep moving forward, it's a fun industry to be involved in, with opportunities to meet new people every day and find out about their business and give them what they need.

So I get to have fun, meet people and give them what they need - perfect.



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