

A PERFECT PRINT PARTNERSHIP

INTRODUCTION

Rapidity has been partnering with City, University of London for over 10 years to provide print services for their vast range of marketing needs.

City University is a leading global university that offers 61 undergraduate courses, 150 taught postgraduate courses and attracts students from over 150 countries. Their print requirements are so broad that they needed a single supplier that could deliver services that would entirely encompass all aspects of their demands.

Not only were they looking for dependable, quality print, City University wanted to establish a successful and solid working partnership with their service providers – something that we pride ourselves in.

WHAT WE DO

Rapidity has formed a close working partnership with City University to manufacture their extensive inventory of collateral including; marketing materials, course and graduation brochures, double-height wall displays, external window signage, hoardings and even bespoke carpets for recruitment fairs.

The collateral and displays we produce for City University enable them to promote their brand identity and communicate with their students successfully.



“Rapidity do an outstanding job printing anything and everything they work with us on, always going above and beyond to get the job done. They are fast, reliable, well-priced and the quality of work is superb. Always courteous, prompt and professional they are a fantastic partner for all our printing needs.”

Rapidity has conscientiously followed client project briefs to identify the most appropriate solutions that suit their marketing functions. We advise their team on ideal finishes, stocks and materials to ensure product durability and visual appeal. We also determine the optimum manufacturing route so that timescales and budgets are met. Our expertise has helped to create some truly beautiful pieces that help to convey the university's ethos effectively.

In order to attain a successful partnership and provide the finest service, we have assigned dedicated account directors to work exclusively with the university's team across all of their projects. Over the years, this has enabled us to fully understand their brand and marketing needs and form a close working relationship – essentially, we act as an extension of their team. Throughout the entire project process, we keep the client fully updated so that their expectations are managed efficiently.

Our constant product development and investment in innovative technology has also helped us to develop our offering to City University and cater to their wide project requirements.

RESULTS

The implementation of our comprehensive customer service strategy and commitment to product development are fundamental into making this partnership so successful. We are able to fully recognise our client's project goals which, in turn, enables us to deliver market-leading solutions that convey City University's messages dynamically.

“One of the biggest reasons Rapidity continue to be our print partner is the exceptional customer service, always offering solutions to our printing and production problems. The whole team are very customer oriented and a pleasure to work with on projects, which are continuously delivered error-free in a timely, consistent manner. We appreciate your dedication to your customers.”

**- Brand Marketing Manager,
City, University of London**

