

Nordprint combines traditional and digital know-how to become the European leader in sampling

Nordprint, located in Picardy in the Hauts-de-France since 2002, is a SMB of manual shaping activity, specializing in the cutting and gluing of materials. The company has historically worked in the production of healthcare records for the hospitals, then developed into the book binding market and the production of colour charts for the decoration sector.

The digitization of activities, in particular in the health sector, has pushed Nordprint to reinvent its businesses. The Picardy VSB is now focusing on three areas to reconnect with growth: innovation, digital and international.

Witnessing the rise of online distribution in the home decor industry, Nordprint envisioned an omnichannel sampling solution that allows consumers to touch and view products before ordering them.

> Innovation, creator of trust for consumers

A repositionable sticker in the 20 x 20 cm format on which the material is applied (paints for the moment) makes it possible to visualize the exact rendering of the product in its interior. Vincent de Lardemelle, founder of the company specifies "Seeing, touching, and sometimes even smelling a product before buying it remains a natural act, which we do every day when we are in a store. We have 5 senses and online sales do not allow us to fully use them."

This marketing tool thus reinforces consumer confidence in distributors when purchasing items online. It also allows manufacturers to learn more about their customers through data collected before the act of purchase, analyse colour trends, anticipate expectations, compare sample requests and sales transformations. Several features are being studied to make the samples more fun and practical, using augmented reality for example.

> Optimisation of the operational organisation of manufacturers

By partnering with Nordprint, brands can gain agility by simplifying their organisation around the design and manufacture of samples. Nordprint integrates the reflection on the positioning and supply of samples, their manufacture, storage, picking, packaging, and shipment to consumers.

> Adoption of an eco-responsible approach, a driver of growth

The solution from Nordprint makes it possible to reduce pollution linked to waste from testers or other applicators. The VSB integrates the Corporate Social Responsibility approach into its activities to limit the carbon impact of its offer. "The carbon impact of our sampling offer has always been part of our thinking," explains Vincent de Lardemelle. "The paper used for paint applications is stone paper, made without wood, water or chlorine. The envelope we have designed to send our samples is made from FSC certified paper (environmental label, the purpose of which is to ensure that a paper made from wood complies with procedures guaranteeing sustainable forest management). For sending samples, we favour La Poste, which is an economical and shared means of sending, the carbon impact of which is always measured. "

> Be anchored locally to serve Europe

It is this eco-responsible approach that is at the origin of reflections at Nordprint on the location of its activity. Historically based in Tunisia, the production of samples will return to France in several stages.

The founder of the company explains : "There are many reasons that have led us to this reflection. Reducing trips by boat or plane from Tunisia will have a huge impact on our carbon footprint. There is also the order processing time which will be significantly reduced. And finally, locating our activity in France will make it easier to reach European countries. Our choice was finalized during a call in September 2020 from Public Investment Bank in France, which informed us of this plan to support investment in industrial areas. The contribution of this fund provided tremendous support for this reflection that we were asking ourselves without really having the financial means. It was a real accelerator ! "

"We're going to do things in stages. For the next 6 months, we want to validate our concept. Make sure that beyond the idea, our partners will find great success in selling the online samples that we are in the process of setting up with them. By the end of the year, we want to lay the foundations for our location in the Hauts-de-France region by setting up a sample storage site. There are many jobs to be created. Our ambition is to create in this region a European leader in sampling for distribution, both physical and digital. "

Three contracts have already been signed with international companies in the interior painting industry. The campaigns are in preparation and will be launched for spring. Consumers will be able to order paint samples of the desired colour in the format of 20 x 20 cm from sales websites. " This adhesive is repositionable. Starting from a wall in your living room, then your bedroom or another room, it allows you to validate the choice of the colour of your paint, to make sure that it corresponds to the shade you are looking for. You can peel it off and glue it back in various places, shade to light, compare tints, share this project with friends or family. "

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