

Far and Away Adventures looks to HP to create high-end, personalized materials in house



“What we are seeing is more bang for our buck. Better results. And that translates directly to our bottom line.”

– Steve Lentz, owner, Far and Away Adventures, Sun Valley, Idaho

Objective:

Incorporate improved in-house marketing, using personalization and color to project a high-end image.

Approach:

Utilize the HP Color LaserJet 5550dn printer and the HP Color LaserJet CP3505 printer to produce customized marketing materials on demand.

IT improvements:

- Gained efficiencies in both cost and time.
- Realized better return on technology investment.
- Saved valuable space.

Business benefits:

- Professional-quality marketing materials project desired image.
- Print-on-demand eliminates waste and keeps materials relevant.
- Increased customer response.

Far and Away Adventures is a family-owned business, selling and conducting luxury river trips on the Middle Fork of the Salmon River in Idaho. For more than 28 years, founders Steve and Annie Lentz have been guiding their unique brand of wilderness tours, providing their guests with customized experiences based on personal interests and desires.

Among the many offerings, guests can request yoga, custom fly-fishing, organic or other specialty food experiences, and family-focused trips geared toward youth. “We’re not a canned tour where we provide the same trip to every guest,” says Steve. “We customize a trip to each client, and while it takes considerable work, it’s worth the effort. It’s why people choose us, and it’s why they keep coming back.”

Recognized as an innovator on the river, the Lentz’s wanted to bring an innovative approach to their marketing efforts, incorporating personalization to their materials.

They also wanted to raise the quality of their materials, which up to now were simple tri-fold brochures with grainy images that fell short of reflecting the high-end image of a luxury operation. Taking into account their marketing goals, the Lentzes wanted to keep costs low and get the maximum return on their technology investment.

With some help from a design consultant, Far and Away created new brochure templates designed to communicate the luxury experience of their brand. They wanted their new brochures to stand apart from their competitors and feature crisp, clear photos, superb print quality, and personalized messaging.

They also wanted to keep their marketing in-house, allowing them the flexibility to print on an as-needed

basis rather than stocking an inventory of pre-printed materials. The HP Color LaserJet 5550dn printer allowed them to achieve these objectives. "We can now customize each brochure and then print a piece as we need it," says Steve.

As is typical in a small, self-run business, time is extremely precious. "For us to be successful, our printer has to be fast, easy to use, and capable of delivering professional-grade quality," says Annie. "The HP Color LaserJet 5550dn has been all of that, and more."

"But best of all, our response rate has increased by about 20 percent since we started using the HP Color LaserJet 5550 and bringing our marketing in-house," Steve adds. "If you're interested in massages on your river experience, the book highlights massage, and speaks directly to the potential guest by name. We believe that's what elevates Far and Away in the minds of our clients, and causes them to choose us over our competitors. And we couldn't accomplish that if we outsourced our marketing materials."

"No two of our luxury trips are alike—we customize each one to our clients' individual preferences. We want our marketing materials to reflect this same level of personalization and attention to detail."

Steve Lentz, owner, Far and Away Adventures

Pleased with the success of the 5550dn, Far and Away supplemented the 5550dn with a new HP Color LaserJet CP3505 printer. "While the 5550dn is tied up printing brochures, the CP3505 can simultaneously print other collateral as needed, including follow-up materials," says Annie. Before, they would have to perform these tasks separately, which was much more time-consuming and laborious.

"The HP Color LaserJet CP3505 is lightning-fast," says Annie, "and thanks to the easy installation, we printed 150 information packets within 20 minutes of taking the printer out of the box. And the packets look absolutely beautiful," she adds.

The new printer also allows the Lentz's to take their personalized approach one step further. Not only do



prospects get a brochure customized to their interests, now they get the same personal touch in their follow-up materials after they book a reservation. "From start to finish, every element of our entire client package is now personalized and goes out looking sharp—in less time."

The foresight that Far and Away Adventures had using HP printing technology to facilitate their marketing goals has paid off. "What we are seeing," says Steve, "is more bang for our buck. Better results. And that translates directly to our bottom line."

Case in point, it usually takes around two years from the time a client inquires about a Far and Away river trip until the time they actually book one. This two-year sales cycle is critical in getting clients to commit. Far and Away is way ahead of previous years' pre-bookings. In fact, 60 percent of the trips for next season is pre-sold. "We have to attribute much of that to our new marketing approach and our HP printers," says Annie.

"We're now marketing in a one-to-one world. HP helps us to do that well," Steve concludes.

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