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Communis is realigns key Barclays contract to focus on value added services

Communis is plc (“Communis is” or “the Company”), a leading UK print and print management business, is pleased to announce today that it has successfully completed a major realignment of its contract with Barclays plc. This will see Communis is charge market rates for a range of print related services including demand management, digital asset management, brand compliance and account management services.

In line with the announced strategy, Communis is will provide print at no mark-up and Barclays will be provided with direct access to Communis is’ print supply chain via Communis is’ IQ (Instant Quote) software which will be installed on the desktops of Barclays marketing campaign managers. This is the first time that the software has been made available to a client. This will give Barclays access to instant quoting and spot-pricing in a competitive market and allow for the direct online ordering of print. It will also allow campaign managers to improve efficiencies and processes by matching specifications to lowest price production and immediately assess the cost of modifications to the design of printed materials. These changes will deliver a substantial cost saving to Barclays.

The duration of the original contract with Barclays remains unchanged.

Steve Vaughan, Chief Executive of Communis is said today:

“At the time of Communis is’ preliminary results, we announced our intention to fundamentally transform the Company’s business model and focus on profitable growth rather than increasing volumes.

The realignment of our contract with Barclays demonstrates that the value-added services model can be successfully applied to the print and print management industry and signals our determination to implement our new corporate strategy. It takes us away from fast-commoditising areas of business into ones that add real value to our clients, while providing Communis is with a sustainable, profitable and long term business relationship.”

Jon Kirby, Chief Procurement Officer at Barclays plc, commented:

“We are pleased to have completed the restructuring of this agreement with Communis is.

We are in the process of deploying a new operating model which will provide Barclays access to flexible workflow and procurement tools which will help us to drive innovation throughout the print supply chain. In essence, we will now have dynamic, transparent management information that will allow us to make effective business decisions which balance quality, delivery and cost and drive internal and external process improvements.”

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