



[aiim•Greeting Cards]

Avant Imaging & Information Management Inc. 205 Industrial Parkway North, Aurora, ON L4G 4C4

[t] 416-798-7110

[tf] 877-841-AIIM

[f] 905-841-2177

[e] help@aiim.com

AIIM helps The SickKids Foundation and Ontario Legislative Assembly do more everyday by... Understand

SickKids Foundation (SKF) and the Ontario Legislative Assembly (OLA) carry out an annual Season Greeting cards (Xmas Cards) campaign that generate donations for the hospital and serve as a communication greeting for the MPPs to their constituents. Both organizations were looking for an end-to-end solution for personalization, with varying quantities and quick turn-around. Personalization was to include multiple choices for artwork for the card, personalized messaging, and the use of company logos. One of the secondary requirements was to minimize the impact on the environment.

Evaluate

AIIM worked with SKF and the OLA to provide an on-line template solution that allowed for a high degree of personalization that facilitated SKF and the individual MPPs to generate their own personalized cards and corresponding envelopes. In previous years, the SickKids Foundation ordered pre-printed shells for the four versions of cards that were subsequently imprinted digitally with the personal message. This meant that depending on the "popularity" of the cards that several of the cards required re-prints while other versions were "waste". They also were limited in terms of the number of different versions of artwork cards that they could offer.



The Legislative Assembly of Ontario (also known as the Ontario Legislative Assembly or OntLA), is the legislature of the Canadian province of Ontario. It is located in the Legislative buildings at Queen's Park in Toronto, Ontario. The Legislative assembly is informally known as the "Ontario Provincial Parliament". This is because unlike to other Canadian provinces, members of this assembly refer to themselves as "Members of Provincial Parliament" ("MPPs") as opposed to "Members of the Legislative Assembly" ("MLAs"). Ontario is the only province to do so.



The Hospital for Sick Children Foundation is the largest non-governmental granting agency in child health in Canada. Established in 1972, SickKids Foundation has granted over \$300 million to The Hospital for Sick Children and over \$60 million to researchers across the country. SickKids Foundation's mission is to inspire communities to invest in medical and scientific advances to improve the lives of children and their families in Canada and around the world. Contributions have been invested in outstanding patient care, research and education. Their vision: Healthier children. A better world.

Reduction
Cycle Time

Environmental
Sensitive Stock

Zero Waste

High Degree of
Personalization

Manage

AIIM's solution included an on-line template solution **aiim•Connect** to generate a print ready PDF to be printed on AIIM's digital colour presses. This allowed the customers to generate their personalized greeting cards with the choice of artwork, message, and quantities. To satisfy the environmental aspect of the project, AIIM provided a Forestry Stewardship Council (FSC) certified stock for printing. For more information on FSC please see link (<http://www.fsc.org/en/>). The environmental impact was further reduced because AIIM provided a digital solution that resulted in "zero waste" – no left over shells.

Measure

- Environmentally sensitive solution: FSC stock and zero waste
- Reduction of cycle time by 100% for production of cards and envelopes.
- High participation rates for on-line template solution.
- Allowed high degree of personalization (a) choice of card artwork, (b) personalized message, (c) Logos, (d) varied quantities.

