



## SoftWriters

### Healthcare Software Provider Creates Fully Customized Pocket Folders on the Fly by Leveraging DigiPOP Solutions from Relyco

SoftWriters, Inc. is committed to delivering innovative, well-tested, custom software solutions created specifically to address the unique concerns of closed-door and specialty pharmacies, including those serving skilled-nursing, assisted-living, and correctional facilities. SoftWriters' flagship product, FrameworkLTC®, is an end-to-end software solution that streamlines pharmacy transactions to help long-term care pharmacy providers maximize their business potential. Together with companion products FrameworkLink™, FrameworkFlow™, and FrameworkHL7™, FrameworkLTC provides pharmacy operators and their customers' with unparalleled connectivity.

SoftWriters recently completed an extensive rebranding effort, which led to the creation of new logos for the company and its product lines. As Greg Clarke, SoftWriters' forms and labels coordinator, explains, in the flurry of launch-related activities, the company had overlooked an immediate need for new product folders for an upcoming tradeshow. "We hadn't had a chance to consider the design for the new pocket folder yet, but knew we didn't want to send any material to the tradeshow that reflected the outdated look," he says. "I contacted our local printer company and learned that even expedited folder production would require two to three weeks from final folder design approval. In addition to pushing beyond our tradeshow deadline, this approach would have required us to commit to ordering a large quantity of the business folders."

#### At A Glance:

**Customer**

SoftWriters, Inc.

**Industry**

Healthcare

**Relyco Product**

DigiPOP

**Website**

[www.softwriters.com](http://www.softwriters.com)

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Greg Clarke  
Forms & Label Coordinator  
SoftWriters, Inc.

Clarke remembered receiving emails from Relyco about DigiPOP custom digital packaging solutions. At that time, Clarke had been interested in DigiPOP printable golf ball sleeves and had requested samples and a catalog. It was upon rechecking this catalog that Clarke found DigiPOP printable sales pocket folders, which allow a user to print the flat sheets that will make up a folder on a color copier. "I contacted Relyco to confirm that our copier could accommodate the heavy-weight DigiPOP paper, placed an order, and received the flat folder sheets the next day," Clarke notes. "After letting the paper acclimate for 24 hours in the copier room, I was able to print several different folder designs with our new logo, which everyone agreed looked professionally printed. Within 48 hours of contacting Relyco, I had designed, printed, assembled, and shipped the folders to our trade show in time for the exhibition."

Clarke emphasizes that DigiPOP was very easy to use and that the solution is affordable. "The template is scored nicely, and once printed, it is easy to fold the folders, punch out the pocket flaps, and adhere them together. I now have the flexibility to quickly print only the quantities needed and can make future design updates on the fly," he notes. "While the cost per folder with Relyco was slightly higher than what I would have paid at our local printer, we realized significant cost savings because we didn't have to order a large inventory of 1000 folders or more."

"DigiPOP folders from Relyco clearly met our requirements and we've been very satisfied with the engagement and service we've received from the company," Clarke concludes. "Our Relyco representative has been very helpful and is always easy to work with."



About Relyco: For 30 years, Relyco has been the premier supplier of unique and innovative paper products. Our products are great for thousands of uses, which enables you to get the most value out of your printer investment. Understanding and meeting our clients' needs is always our first priority.