



Christian Blue Pages Connects Consumer and Business Communities

BEYOND INK



Background

25 years ago three men had a vision to unite Christian owned and operated businesses with people seeking businesses they could trust. The original Christian telephone directory, Christian Blue Pages was born. Their mission, to become the national leader in the marketing of Christian product and service providers is spread to local faith-based communities in the form of printed business directories and, more recently, their digital brands TrustBlueReview.com and the Trust Blue Mobile App.



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CHALLENGE

Print quantities and distribution has grown in the 10 to 15 years Christian Blue Pages has been working with The CJ Krehbiel Company. They provide the artwork for the saddle stitched booklet, comprised of 4 regional versions, and we ship to a third-party provider to address and mail.



SOLUTION

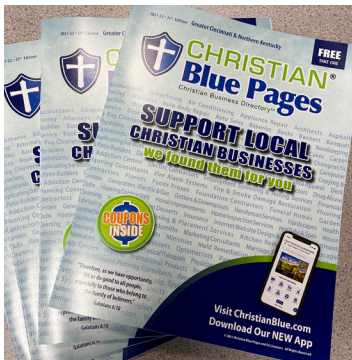
Having built a true partnership over time, CJK took the initiative to streamline the production process:

- Our CSR simplified the creative files for easier and quicker processing.
- We attached an inkjet machine to the end of the saddle stitcher, enabling onsite directory addressing and began mailing directly from our Cincinnati facility — eliminating the need to ship to the third-party mailer and shaving days out of the production schedule.
- CBP agreed to be CJK’s test case when implementing new Kodak InSite software, to great success.
- CJK has recently taken on warehousing and distribution responsibilities, fulfilling requests to ship a box or two of specific regional directories to identified houses of worship.



RESULT

As Christian Blue Pages grows, so does CJK’s commitment to providing responsive and flawless printed directories and related services. This long standing business relationship has evolved into friendships among both the CBP and CJK families.



“We consider CJK a strategic partner in making Christian Blue Pages a success with the businesses that advertise with us, as well as the loyal consumers who have for many years relied on our print directory as a source for connecting with trusted businesses. I welcome the chance to share our marketing opportunities with interested businesses.”

Darrel Geis, President,
Christian Blue Pages



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WEB: brprinters.com EMAIL: info@brprinters.com

San Jose (HQ), CA
665 Lenfest Rd.
San Jose, CA 95133
408-278-7711

San Diego, CA (CDM)
7606 Miramar Rd.
#7100
San Diego, CA 92126
856-677-1727

Denver, CO
5050 Moline St.
Denver, CO 80239
303-765-1383

Independence, KY
10154 Toebben Dr.
Independence, KY 41051
859-292-1700

Appleton, WI (NGS)
2600 North Ballard Rd.
Appleton, WI 54911
920-734-7500

Cincinnati, OH
3962 Virginia Ave.
Cincinnati, OH 45227
800-598-7808