



case study



Client Assignment Solution

Result

The Gift Voucher Shop
Produce and distribute new vouchers to Post Offices nationwide
Bespoke design and unique security features packaged for counter-top storage and issue.
3 million vouchers distributed on time

The Gift Voucher Shop operates in a number of countries providing the consumer with the choice and convenience of a one stop shop for Gift Vouchers through the national Post Office network alongside telesales and internet sales.

In 2005 The Post Office™ and the Gift Voucher Shop joined forces with top UK retailers and launched The Gift Voucher Shop in the UK. The new Gift Voucher service is now available at all of the 14,600 Post Office™ branches nationwide, giving the 28 million customers who visit the Post Office™ every week access to an extensive range of small scale and high street retail vouchers.

“Smith & Ouzman came highly recommended for this type of project where security and expediency was a priority. The UK launch of our The Gift Voucher Shop vouchers was a crucial stage in the development of our business and Smith & Ouzman have proved themselves to be a capable and professional partner”.

Paul Larkin
Financial Director,
GVS Gift Voucher Shop Ltd

Production to tight timescales

Smith & Ouzman were tasked to supply the paper gift voucher stock from a standing start to the finished product, producing a variety of voucher books personalised with individual merchants logos and collating them into matching ring binders. All this had to be accomplished within a tight timeframe ready for a national launch in September 2005 and meeting the Post Offices’™ own stringent packing and secure delivery requirements.

When security and expertise matters

Smith & Ouzman produced the voucher stock incorporating a number of integral security features which include a watermarked paper with embedded thread, security inks and hologram foil.

The printed vouchers were then personalised and bound into multiple merchants books or collated into bespoke ring binders for use on the Post Office™ counters.

Once completed, the finished product was distributed to sites both within and outside the UK.

Smith & Ouzman provide the expertise and security to handle the full life-cycle of your vouchers.



SMITH & OUZMAN LTD
Commercial and Security Print Solutions

Brampton Road, Eastbourne, Sussex BN22 9AH England
Tel: +44 (0) 1323 524000 Fax: +44 (0) 1323 524024
Email: print@smith-ouzman.com Website: www.smith-ouzman.com