



## **Imprimerie Blas-Desmoutiez**

### **Abstract of the Case**

The Imprimerie Blas-Desmoutiez is a family-run artisan company, based in Lille since 1928. The company, in the hands of the third generation (Bernard and his wife Sylvie Blas), progresses with technological progress. Starting as a typography, today its offer ranges from business cards, flyers, posters, labels, packaging, to all the printed topics used in running a business. The range of products and services offered has evolved over time, following the evolution of cultural practices. Many typographical companies affected by the advent of the computer have disappeared, but Imprimerie Blas-Desmoutiez, thanks to very specific techniques of hot printing, is able to detect the niche market and continue the business. The company has a rare know-how and received the brand "Living Heritage Company", which allowed them to benefit from the support in terms of promotion, visibility and invitation to participate in international fairs. In addition, Bernard has created a group with other printers to allow each craftsman to concentrate on a specific market: signage, cardboard, four-color printing, etc. This allowed them to expand their service offering and be able to respond to all requests, in order to find an answer to their customers' needs. They have also partnered with another entrepreneurial couple, who are in the fourth generation in the printing industry, and have set up an online sales site.

This case was prepared by Rania Labaki, from EDHEC Business School (France), as a partial output of the Artisan Project. The case has to be intended as the basis for class discussion, rather than to illustrate an effective or ineffective handling of an administrative situation.

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This project has been funded with support from the European commission under the Erasmus+ programme. This publication [communication] reflects the views only of the author, and the commission cannot be held responsible for any use which may be made of the information contained therein.