



Always Adapting

Eric Blohm & Scott Liebert
on the rise of Freedom

Freedom is a leading provider of one-to-one direct mail printing (web, sheetfed, digital, roll-to-roll), mailing, and logistics solutions. Their facilities are strategically located across the U.S. to provide extensive personalization, in-line finishing, collating, fulfillment, kitting, inserting, mailing, and commingling capabilities. Freedom attributes their success to four things: the power of their HP PageWide Web Press T380 HD, their dedication to high standards, the longevity of their staff, and the cold Wisconsin winters. For 34 years, that combination has been the engine behind the accelerated growth of the proven data-driven direct mail solutions that they bring to market every day. In 2019, they were named as one of the Top 6 Direct Mail Printers in the United States. Scott Liebert and Eric Blohm discuss their path to success.



Freedom
Eric Blohm, President
Segment: Direct Mail
Scott Liebert
SVP Sales & Marketing
Country: US

HP: Scott, congratulations on your recognition. Your dad, Marty Liebert, started this company 34 years ago.

SL: Yes, he did. He always wanted change and adaptability to be part of Freedom. Eric and I have tried very hard to follow that model. I think we're succeeding.

HP: Eric, let's talk about the growth of your company. What forces or initiatives helped shape your development?

EB: First, we had to focus on our core business. We're a direct-mail solutions company, above all else, so most of our internal policies are aimed at keeping those products and services healthy. Second, we had to keep an eye on our structure. If we start to hire too many supervisors, we'll suffer from organization creep. When we keep our team as lean as we can, we don't lose control of production.

Third, evolve your leadership. Groom the best people, advance them, and give them opportunities to stretch their skills and responsibilities. That facilitates seamless transitions when the time comes. And last, I unhesitatingly recommend partnering with HP. When business and technology evolve—and they will—you must do your research on the vendors out there and choose the press that's going to meet your needs now and for years afterward.

HP: Scott, you went with the HP T380 HD press. In fact, you installed two of them. How do they help keep Freedom going and growing?

SL: Versatility is one reason. Speed is another. But personally, I'm struck by the ease of upgradability in the HP. We're confident that the T380 HDs will serve us well for years to come. Installing a new generation of print heads and inks is really simple. We have to have as little downtime as possible since we serve the top 50 mailers in the United States. They all want customization, and they all want personalization. If we had to stop to switch out machines, it would be fatal. We love the robustness of the T380 HDs.

HP: Eric, what kind of promises do you make your clients, that result in such heavy demand?

EB: Most of all, we offer peace of mind. Clients don't want to worry about the details, they need that to be our job. Not only do customers want a high-quality print with no errors delivered on schedule, but they also want analytics. They want us to be transparent with them about results and make recommendations on what to do differently for the next mailer. That's all part of the package if you're doing direct mail these days. Give the client all the information you can, good news or otherwise.

“Clients don't want to worry about the details, they need that to be our job.”

SL: I'd like to speak to that a little more. Freedom has a proprietary project-management system called ConnectExecute™. We have complete oversight and control of our data management and versioning. It helps us administer every part of a campaign, from concept to development to fulfillment to analytics. When you visit our website, you see the headline, “Collaboration + Imagination + Organization + Implementation.” And ConnectExecute™ is the secret sauce that binds all that together: production, segmentation, printing, mailing, tracking. Clients love nothing more than a vendor who knows what to do without any direction.

To learn more about HP PageWide Web Presses and introducing the new HP PageWide Web Press T250 HD with HP Brilliant Ink, please visit hp.com/pagewidewebpressT250.

