

Sotheby's expands brand with print-distribution service

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Sotheby's Imprint Web site

International auction house Sotheby's is expanding its services to include a printing distribution service for high-end companies called Sotheby's Imprint.

Sotheby's Imprint aims to enter the print management field by offering a set of print and distribution services worldwide through carefully-selected affiliates. The new program will offer same-style printing services around the globe.

"Brand extensions are the fastest way to create awareness and traction in the market," said Chris Ramey, president of [Affluent Insights](#) ^[2], Miami.

Mr. Ramey is not affiliated with Sotheby's Imprint, but agreed to comment as an industry expert.

[Sotheby's Imprint](#) ^[3] could not comment before press deadline.

Printing press

Sotheby's Imprint will engage its service to provide printing solutions for international business clients through a carefully-selected group of service providers that will be members of its Premier Platform group.

Sotheby's has not yet disclosed the industries of which these members will be affiliated, or the members themselves.

The new venture was developed by Sotheby's Imprint president Rick Dyer and his brother Skip Dyer when they saw a void in the market for high-end international services in this area, claims the brand.

The implementation of the new service seems to float on its promise to improve print and distribution services with a Sotheby's branded process, per the company.

The brand's Premier Platform is a network of print and distribution suppliers, equipment manufacturers and consumable suppliers in 90 countries.

Sotheby's Imprint has developed specific criteria that suppliers must meet in order to qualify for entry into the Premier Platform group. It seems that the brand is expanding on its current offerings that cater to affluent consumers to attract high-end business clients.

The company created a Web site for its new services at <http://sothebysimprint.com> ^[3].

The Web site contains explanations of all Imprint services, contact information for its New York, Boston, London and Hong Kong locations.



Sotheby's Imprint Web site

The Imprint service group is one of the few times Sotheby's has licensed its name, claims the brand.

"There should be a bridge between categories," Mr. Ramey said. "Sotheby's is involved in several seemingly disconnected categories."

Technology driven

Other branded business sectors for the company include Sotheby's International Realty, Sotheby's Diamonds, Sotheby's Institute of Art, Sotheby's Wine and Sotheby's Art Storage Facility.

In addition to using Web-based marketing for its new branded Imprint services, Sotheby's has also been improving its digital presence with mobile technologies.

Sotheby's International Realty encouraged consumers to browse its housing listings with a new location-based iPad application that contains display maps, large images, local surroundings and payment and tax information for its U.S. listings ([see story](#) ^[5]).

In addition, Sotheby's auction house launched commerce-enabled applications for iPhone and iPad to let consumers bid on luxury items right from their mobile devices ([see story](#) ^[6]).

"[Sotheby's Imprint] seems to be a technology-driven decision," Mr. Ramey said.

"Decisions revolving around technology can be dangerous," he said. "What is hot today is antiquated tomorrow, but the brand will soldier on."

