

## Article Summary

When Vancouver-based printer Jukebox Print launched its online store in 2008 it had everything it needed to thrive, including great customer service, leading edge printing techniques, and high quality products. The only thing missing was a payment method to help satisfy all customers. Founder Loredo Rucchin integrated PayPal Payments Standard based on customer demand and found that it did more than satisfy his clients – it saved him thousands of dollars.



Company name  
**Jukebox Print**

Founder & President  
**Loredo Rucchin**

HQ  
**Vancouver, BC**

Industry  
**Printing Service**

Website  
**www.jukeboxprint.com**

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## Key Facts

### The Challenge

- Meet customer demand for a safe, trusted, and flexible online payment option
- Cut down on time and money spent managing transactions

### The Solution

- PayPal Payments Standard
- Lower costs on refunded transactions

### The Results

- Satisfied customer base able to pay using their payment method of preference
- Thousands of dollars saved dealing with refunds

## The Situation

Jukebox Print offers something in demand by people all around the world: high quality printed goods. Businesses and creative professionals not just in Canada but also in 100 different countries around the world rely on the Vancouver-based printer for its leading edge print services, which takes advantage of a range of superior materials including cotton, wood, pulp, and even cork.

When Loredo Rucchin founded Jukebox in 2008 he quickly amassed a young, hip clientele consisting of artists, photographers, and designers. And what he soon learned was that these people like to do business their way. They wanted to be able to pay for their purchases using a payment method of their choosing.

At the same time, Mr. Rucchin and his team were coming to terms with the realities of a growing ecommerce enterprise. Making a name as one of the best online business card companies\* and becoming one of Canada's fastest growing businesses\*\*, they expanded their locations to include Vancouver, Toronto and New York. As sales grew, so did the Jukebox staff dedicated to managing transactions. He wanted to limit time and resources spent on finances and accounting so he could keep his company's focus on delivering terrific products and top notch customer service.

Mr. Rucchin was ready to integrate a new type of payment processor for his website, one that would help satisfy his expanding clientele and help him keep growing his business.

## The Solution

The payment option that Jukebox Print's customers were looking for turned out to be PayPal. During the company's first year of operation Mr. Rucchin received endless requests from customers who wanted to be able to pay for their purchases via PayPal.

"Almost every day customers were asking us why we didn't have PayPal," says Mr. Rucchin. "They were demanding it, so we listened to them. It was customer input that drew us to PayPal."

Initially he was worried that it might be difficult to integrate PayPal on his custom made site, but his web team got PayPal Payments Standard up and running in a fraction the amount of time it took to deploy other payment processing systems. "Our coders were shocked at how easy it was to integrate PayPal with our hand-built site."

And while the move to add PayPal as a payment option was spurred by customer demand, Jukebox has enjoyed other benefits it didn't expect that Mr. Rucchin estimates have saved his company thousands of dollars in transaction management over the years – particularly when handling refunds.



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“Most of our buyers are from the younger generation, and seem to make nearly all of their purchases with PayPal. PayPal is just what they expect when they’re buying online.”

– Loredo Rucchin  
Founder, Jukebox Print

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“Dealing with other payment processors we pay as much as 3% on refunded transactions,” says Mr. Rucchin. “Whether we’re talking about a few \$10,000 purchases or lots of smaller \$100 to \$200 purchases, that quickly adds up to a lot of money. With PayPal the fee is usually under a dollar. It’s saved us thousands.”

He also noticed that using PayPal has resulted in far less time spent on the sort of tedious manual paperwork that his staff has to deal with when working with other payment processors.

### The Benefits

Loredo Rucchin believes PayPal resonates with his company’s customers. It’s what many of them want and expect. More than that, PayPal has helped to save his company thousands of dollars in fees and cut down on time spent managing transactions. “I didn’t realize how important an asset PayPal was in ecommerce until we had it.”

### Learn more

To learn more about how PayPal can help your business sell more – and connect with your customers wherever they shop – go to [www.paypal.ca/business](http://www.paypal.ca/business).

\*[www.lifehacker.com/5973319/five-best-business-card-printing-sites](http://www.lifehacker.com/5973319/five-best-business-card-printing-sites)  
\*\*[www.profitguide.com/microsite/profit200/2012](http://www.profitguide.com/microsite/profit200/2012)