

This section from the book, '14 Ways to Squeeze a Print Budget' contains descriptions of specific strategies that have helped some companies get the most out of their print budgets. These ideas are examples and do not attempt to cover the full range of possibilities that may be available for your company.

If you would like to investigate a new approach for your work, contact us for a free, no pressure consultation.

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12. Preprint and save money

Pocket folders are an easy example for this. Your company probably has identity that should be on everything, but has a separate identity for certain products or divisions. You can print full color pocket folders each time, or you can approximate 2/3 of a year's requirement for all pocket folders, preprint those in full color, and then imprint cost effectively and finish each variation in one or two colors as it's time to print. You save money, and you also get greater control on consistency by running the full color portion at the same time.

For an example that lowered costs by \$49,000 per year, see #9 '**Why Overspend on Anything?**'

This can extend to product catalogs as well. There may be different products sold in different regions – like air conditioners in the south and oil burners in the north – but the general company information and full color cover are the same. You can print the common parts in one run and better amortize press start up costs, just do a plate change for the covers, print separately the northern and southern portions of the book, and bind all with the same bindery set up cost.