

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.

Mike Rickert, President
Catalog Press Corporation
3 Old Dock Road
Yaphank, NY 11980
(516) 967-8336
(516) 620-0950 fax
mrickert@catalog-press.com
www.catalog-press.com

13. Combine orders and print for free

Start up cost is significant and can run as much as half of the job if the run length is low enough. To take advantage of 'additional thousands' pricing, try combining jobs on the same press sheet, or take advantage of printing similar jobs consecutively to better amortize some of these start up costs.

If you consider that a press may take (3) fulltime employees, takes up 20% of the manufacturing area of a printing plant requiring heat/ac, workers comp insurance, liability insurance, maintenance, lighting, building taxes, rent/mortgage interest, etc – as much as several hundred dollars per hour has to be applied to each of your jobs' estimates for the time it takes to set up work.

Costs That Occur Before Anything is Printed

- Artwork
- Proofs
- Plates
- Transportation of proofs
- Time to set up a press – everything that happens before the counter goes on:
 - Move rolls or sheets to the press
 - Set up feeder, or rolls
 - Set up inline folder for a web press
 - Hang plates
 - Register images and get up to color
- Paper that's considered 'waste' in an estimate – cost for paper that is used before the counter goes on in order to register and get up to color, set up feeders, etc.
- Time to set up bindery equipment
- Waste required before bindery equipment begins counting good product

The total of all start up costs is a flat cost that is calculated for each job estimate.

Combo Run Examples

If you can run something on the same press sheet, your only additional cost is the proof, paper, and any additional bindery.

Some companies print several single page or 4-page product sheets throughout the year. By combining these runs, even if they have different quantities, you can cut costs drastically.

If you run 4-color brochures as well as flat color brochures, consider converting all to 4-color and running these brochures in combination.

If you run 6-page product brochures, 11 x 25-1/2, you can fit (2) 8-1/2 x 11 sheets on that very press sheet, and your only additional cost will be a little more ink and proofs.

If you can keep samples of what you print, by looking back over a period time with these samples on a table, you often can see what might have been run in combination with others.

Some costs can be lowered by running work consecutively. If you're running two books with the same basic specifications, press and bindery set up costs are eliminated for the second run.

Merely getting (3) quotes for (2) jobs will often return money to your budget:

- How much for Job A?
- How much for Job B?
- How much if we award both jobs at the same time?