

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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## **14. Negotiate volume discounts**

It's important to describe the work as close possible. Using last year's volumes and frequencies is the easiest. It's important to include some statements in the request.

### **A Few Required Statements**

- Although this is last year's quantities and frequency of orders, this scenario can't be guaranteed and may increase or decrease in volume. In either case, vendor's price will remain the same for the contract period.
- If vendor's quality or service is considered in our opinion to be unacceptable, the contract may be ended without obligation.
- Be specific with specifications – select a readily available and cost efficient paper, printing method, work days for proofs, delivery in so many workdays after proof is approved, etc.
- Be specific with quantities and prices. Many ask for bids for ranges such as how much per thousand for run lengths of 20,000 to 50,000. There's a great difference in cost in that range. You're better off asking for 2 prices if the work at the full range of quantity will be printed with the same process (sheetfed, web, etc). "How much for all set up costs per job, and how much for running costs per thousand?"

Most vendors will bid aggressively in order to start a relationship with a new customer. If you have work that happens over a period of time, even for smaller volumes of work, they know they'll have a chance to prove they can be trusted and will have a greater chance to earn other work.

### **Value to a Printing Company**

- Cuts down on slow month losses
- Greater buying power for paper that can be a house stock that makes them more competitive to add other customers
- Ability to run jobs consecutively with little set up cost
- Sometimes enough promised sales to justify an equipment purchase that makes them more competitive in their markets