

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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2. Updates in 3 months but you're out of catalogs NOW!

The Scenario

There's an 8 page section of a 96 page full color catalog that changes but that information won't be available for 3 months, and you're out of catalogs. You've determined that the cost of not having catalogs is prohibitive.

Assume as well that you print 10,000 catalogs per year and your usage is even throughout the year, so 3 months usage is 2,500.

Do now

- Run 10,000 of the 88 pages that won't change heatset web as (5) 16 page signatures and (1) 8 page signature including bindery set up waste for two binding runs.
- Run sheetfed 2,500 of the current version of the 8 pages sheetfed with 4 plates work and turn and then offline quarter fold.
- Combo run covers for both editions 4/up sheetfed with one up of the current cover (Fall 2008 - 2,500) and three up of the later covers (Winter 2008 - 7,500).
- Bind 2,500 of the 88 page common text pages, the current 8 pages, and 'Fall 2008' covers.

Do in three months

- Run sheetfed the 7,500 8-page section with the new copy with 4 plates for both sides as a work and turn, offline quarter fold, bind with the remaining 88 common text pages and 'Winter 2008' covers.

Total additional costs will be reduced to about 22%

- Proof for 8 additional pages (about 1%)
- Paper for bindery waste and set up for an additional bindery run (about 2%)
- Additional cost to run sheetfed 8 page form for 2,500 (about 10%)
- Additional cost for sheet paper rather than roll paper for 2,500 (about 2%)
- Cost to cut and fold 2,500 sheetfed 8 pages (about 2%)
- 2nd bindery machine set up (about 2%)
- Since your running (5) 16s and (2) 8 page signatures, there's an additional binding pocket set up and run cost (about 2%)
- Additional delivery (about 1%)

If the cost of running all 10,000 catalogs is \$30,000, then it would add up to about \$6,600 more; a small cost relative to the loss in sales for not having catalogs for 3 months, and it's a lot less than not planning and having to rerun catalogs for another \$30,000.