

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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7. Avoid rework costs, mailing delays, and lower carton inventories

When a piece cannot be inserted by machine, the costs are much higher to convert an envelope, rework the size of the inserted piece, or insert by hand. A significantly delayed mailing as a result can be a loss revenue cost factor as well.

Have a Sample Made by Your Printer

Use the very paper that's going to be used, send it along with any other pieces for the mailing along with the envelope, and have it OK'd and signed off on by the mailer as machine insertable.

When packaging is being designed, before a die and sample from the die are made, send along to the box die maker the product that's going into the printed carton.

Lower your investment in printed or non-printed shipping cartons by measuring items that were shipped last quarter. Take these dimensions into consideration when ordering. Many companies unnecessarily have skids of shipping cartons in different sizes because they order as needed.