

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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8. Get all the benefits by being able to select the best process

- Digital
- Direct Imaging Offset
- Conventional Offset
- Large Format Offset
- Perfecting Sheetfed
- Coldset Web
- Heatset Web

Sometimes running a text portion of a catalog on an 8/color perfecting sheetfed press is less expensive than running it on a heatset web. Sheetfed paper costs more, heatset webs folds inline while sections produced by sheetfed have to be folded offline in a separate process, but the initial cost to set up a web press are higher.

Factors That Determine Final Cost

- Start up costs
- Running costs
- Inline processes
- Cost of paper

Digital printing has none or very low start up costs. Work is often quoted per piece and that price per unit doesn't change by much whether you buy 10 or 500. Sheetfed, perfecting sheetfed and web printing generate significant costs before the first sheet is printed. Proofs, plates, press set up, and paper waste can be a few hundred to over \$1,000 depending on the size of the press and the number of printing units. However, the running cost, or cost per unit after the set up, is much lower than digital printing unit cost.

This chart shows relative cost for each booklet for 16 pages plus cover, printing 4/color saddle stitched:

