



## PRINTED PRODUCTS INNOVATION

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choice printed products,

### On-Demand Printing

On-Demand Printing seems to be the printing term for the 90's, but what exactly is it and how is it relevant to your company?

Basically, On-Demand Printing means being able to print what you need, when you need it. It means being able to print small quantities, quickly and cost effectively.

On-Demand Printing uses the latest printing technology and equipment to deliver printed materials faster, less expensively and with greater marketing impact.

This issue will talk about the advantages of On-Demand Printing and give specific examples of how On-Demand printing has resolved a number of problems within various companies.

#### Advantages

On-Demand Printing will give your company a quality product that is cost effective and will help to eliminate obsolescence of your documents. It will also reduce warehouse space by decreasing production runs, enable you to modify or update your documents whenever you need to, and allow for storage of the document electronically for future On-Demand runs.

The table to the right illustrates how On-Demand Printing can reduce your print and distribution costs, while saving you time and helping you communicate more effectively and more profitably with your customers.



#### **Situation 1**

Company A sent out a 4-Color Newsletter quarterly. They ordered 1000 pieces which were run on a traditional 4 color press.

Problem: They needed to reduce costs and still get out a quality Newsletter.

Solutions: By listening to company A's real requirements we found they only had 500 clients, but were ordering 1000 pieces because the cost for 1000 was only a few dollars more than the cost of 500. Further review showed that only 100 of the 500 clients really need to receive a 4 color newsletter.

100 customized 4 color pieces were produced on the Indigo E-Print 1000. The digital file was then converted to 2 colors and the remaining 400 newsletters were produced on a 2 color press.

Result: The company sent out quality looking newsletters at a lower cost while only producing what they really needed.

#### **Situation 2**

Company B had a catalog that contained information and pricing on all of their products. Approximately 2500 were ordered each time. The cover was printed 4 color and the insides black and white.

**Problem:** Producing only 2500 was costly and by the time the catalog got out to their clients the information was out of date and obsolete.

**Solution:** A 4 color cover was designed that could be used year round. Instead of producing 2500 covers, we produced 30,000 (enough for one year). 2500 were used on the initial order and the rest stored for future orders. The insides were run on a Docu-Tech, 600 dpi black and white output, enabling the company to make changes via E-mail right up to the moment they were printed.

**Result:** Costs were lowered and the catalogs sent out to their clients were current and up to date.

### Situation 3

Company C had numerous products that required ID Cards. They wanted each card to be customized and to contain the product name, a serial number, a barcode and a product date.

**Problem:** Quantities needed were often only 5-10 of each product and were very costly to produce daily on a traditional press.

**Solution:** A generic card was developed to run through a thermal printer. The company sends over a list of items needed daily via E-mail. The cards are then imprinted on a thermal transfer printer and shipped the next day to the client.

**Result:** The company was able to keep their printing cost down on a customized card and turn around time was improved.

### Situation 4

Company D produces numerous color copies and transparencies in house for a variety of projects.

**Problems:** Originals could not always be found, so copies of copies were often output. They needed to increase the quality and consistency, and at the same time decrease the costs associated with color copying.

**Solution:** An electronic file was created and stored at Choice. Color copies were then produced from the original digital file, then slip sheeted and collated into sets, and delivered back to the company within 24 hours. Files are stored at Choice for future orders, thereby ensuring consistency from order to order.

**Result:** By taking the copying outside, the copies were output on newer equipment designed for outputting multiple color copies from a digital file. Their costs were reduced and their quality and consistency increased.



### Situation 5

Company E needed to test some product labels.

**Problem:** They needed 4 color samples that were a variety of sizes and shapes on different paper stocks.

**Solution:** The labels were produced on a new digital press which printed their labels on 3 different stocks. Computer-controlled cutting allowed the labels to be cut into unique shapes, eliminating the \$300-500 costs associated with custom dies.

**Result:** The company received high quality test labels on the material they wanted, cut into the shapes they wanted without paying a premium price.

As you can see with On-Demand Printing almost all areas of printing are affected. We hope this issue gives insight to ways your company can use On-Demand Printing to get professional quality printed pieces, with unprecedented speed, in the style you want and the quantity you need.

Call us today at 942-0045 with questions or to set up a meeting to review how On-Demand Printing might help your company with its upcoming printing projects.

**Call us today at (952) 942-0045, for answers to your questions or to request pricing on a new or existing label.**

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