



TEAM 
RESOURCE SOLUTIONS THROUGH
A MANAGED MARKETING SERVICE



Layoff Your Print Costs:

Expanding Your Marketing Budget with Print Optimization

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Every day, marketing directors and executives are being asked to do more with less. Maybe you've had to make some tough decisions: laying off staff, cancelling campaigns, or cutting back on everyday expenses. You may think all the low-hanging fruit has been picked, and that there's no more money to be found in your marketing budget. Think again.

Even in these tight times, few marketing departments have taken a hard look at their printing costs: this is a big mistake. With print optimization, most mid-sized to large marketing departments can expect to save 20-percent, 30-percent, or even 50-percent on their printing costs with no sacrifice in quality. And, they will free up valuable staff time and resources in the process. Now is the time to take a closer look at how print optimization can create extra room in your marketing budget and boost your organization's bottom line.

Print Optimization Savings Potential

Benefits of Print Optimization:

- Saves you time
- Saves your company money
- Streamlines the ordering process
- Leverages online ordering
- Protects your brand standards
- Improves inventory management

Remember: in this economy even relatively smaller amounts of money can make a big difference in the effectiveness of your marketing department.

- **Okay, let's crunch some numbers.** Pull out your printing expense report from last year – you may be spending more than you think on printing. Based on experience, we know most companies can save 20-percent on printing costs using print optimization, with some saving as much as 50-percent. What does this mean to you?

When you do the math, you'll realize the money you could save in your marketing budget with print optimization is significant. It is money you could use to:

- Conduct a seminar or webinar for prospects.
- Send out a mailing.
- Hire a part-time (or even full-time) employee.
- Attend a trade show.
- Buy additional advertising.

Table 1: Print Optimization Savings Potential

Annual Print Spend	You Save at Least	And Up To
\$50,000	\$10,000	\$25,000
\$100,000	\$20,000	\$50,000
\$200,000	\$40,000	\$100,000
\$400,000	\$80,000	\$200,000

How Print Optimization Creates Savings

- **Print optimization creates savings for your organization by streamlining the printing process to achieve maximum efficiency.** Most marketing departments have relationships with a few local printers that they source all their printing work too. Many do not even bother to solicit multiple bids on smaller projects.

The local printers you use may give you a good price for one job, but it's highly likely they do not have the best piece of equipment to handle every one of your print jobs in the most cost-effective way. That's because there are five major types of printing equipment, and printers that have low-cost access to all five equipment types are few and far between.



Table 2: Selecting the Ideal Print Equipment

Type of Equipment	Best For...	Details
Digital	Short run	Selecting this equipment depends on the size of the job. It is used for quick turns, variable imaging, and is growing in popularity for business cards.
Sheet-Fed	Short, Mid & Large run (offset)	The offset press uses plates and ink instead of toner. The press is loaded with sheets, and then the job is printed and cut down to final size.
Web Press (full and half web)	50,000 pieces or more	A web press is often used for very large runs, such as a large corporation's bulk mail pieces. All the paper goes into the press on a roll and is then cut down to final size.
Large Format	Large images	Large format printing is regularly used for posters, signs, banners, and point-of-sale displays. Print optimization experts sometimes use a large-format press to run other types of printing jobs more cost-effectively.
Silk Screen	Clothing and promotional items	Silk screen printing uses a screen with ink to imprint clothing, promotional items, and point-of sale displays. It doesn't fade quickly when exposed to sunlight.

Print optimization saves you money by ensuring your projects are printed on the right equipment at the best price, every time.

- **With print optimization, a single contact gives you access to literally hundreds of printers.** Plus, print optimization experts provide printing advice to help you determine the most cost-effective way to print each project, whether it's a single banner or thousands of copies of your company's annual report. The types of resources you have at your fingertips with a print optimization vendor are resources that would be virtually impossible to assemble on your own.



RBC Wealth has realized significant savings with Team/MHC's Print Maximizer program by eliminating over-stocks and obsolete inventory. RBC also enjoys better pricing because MHC sources their print to the most cost effective equipment for each individual project. Deliverables always reach RBC on time and meets or exceeds the expectations of the client.

- **Print optimization saves you time by freeing up your staff and eliminating inefficient ordering procedures.** For your staff, every print job is a significant time commitment: meeting with suppliers, explaining the details of a job, looking at samples, gathering quotes, handing the job over to the printer, answering questions and signing off on the proof and performing quality assurance control while on press. Each of these steps takes time. With a print optimization vendor, you simply hand off the job and get on with your work.
- **With a print optimization, you make use of the latest online technologies to interface with your print vendor** – instead of wasting time placing orders in person, by phone, or by fax. Savvy print buyers search for a print optimization vendor who provides an online catalog, online proofing, and a shopping cart for online ordering. Online ordering also protects your brand, because the vendor can conveniently store and access your logos, fonts, and brand specifications.

Choosing a Print Optimization Vendor

Use this checklist to help select the best print optimization vendor for your organization. A good vendor should offer:

- ✓ **A complete analysis** of your entire organization's printing expenditures providing the estimated savings the vendor can deliver and an explanation of how the savings will be achieved.
- ✓ **Competitive bidding** for all your print projects from the best manufacturing resource selected from a network of hundreds of sources, ensuring your organization the best sourcing and savings possible.
- ✓ **Robust online ordering** complete with catalogued images, an online shopping cart, and ability to archive all your digital assets such as logos, fonts, graphics and other brand specific items.
- ✓ **A single point of contact** who will spec, bid, and source your print – freeing up your staff to focus on big-picture marketing objectives.
- ✓ **Ongoing performance reports** detailing your return on investment, savings, and process improvements.
- ✓ **One-stop shopping** for any branded item your organization needs.
- ✓ **Warehouse and fulfillment services** to free up office space and improve service to your organization and clients.



The Bottom Line

“The Staff at Team/MHC is empowered to respond quickly and effectively. They set the benchmark for all of our vendors.”

- Jim Lillegard RBC Wealth Management

- **Using a print optimization service will save your marketing department time and money** – slashing your current printing costs by 20- to 50-percent. That's thousands or even hundreds of thousands of dollars freed up in your marketing budget to use where it's needed most. Print optimization services work by ensuring your print projects are run on the most cost-effective piece of printing equipment, thus creating the most economical pricing with never a sacrifice in quality. Print optimization also eliminates the printer time commitments and headaches you're used to – instead you deal with a single, expert point of contact. For cost and time savings, now is the time to consider print optimization.

Case in Point

- **For RBC Wealth Management – one of the nation's largest full-service private security firms** – printing had become a big headache. They were using a large out-of-state printer with service and price issues. On top of that, their vendor's online ordering site was inadequate and out-of-date.

Enter Team/MHC's print optimization services. By switching from their current vendor to print optimization, RBC Wealth Management uncovered many benefits including smoother ordering, better inventory management, improved pricing, on-time delivery, and significant cost savings.

About Team/MHC

- **Team/MHC is a seasoned group of professionals**, ready to respond to your needs. We listen closely to your challenges and create solutions. We are empowered to act quickly and efficiently from creation through distribution-whether you need checks, forms, envelopes, collateral programs, online company stores, online print management systems, or multitiered, multilocation marketing programs that are warehoused and distributed.

From the smallest to the largest of projects, think of us as if we were in the office next door. We can be your assistant coach on the sidelines, or call plays with you on the field. Count on us to consistently link your needs with resource solutions through our managed marketing service.



About the Author

- **Craig Vanderah** is a print industry veteran with three decades of experience. He has held key positions on the sales and executive teams of major print companies including Standard Register, Burrough, and Team/MHC. Vanderah is recognized as a print expert and has spoken at the national conference for Print Service and Distribution Association (PSDA). He holds a degree in marketing from the University of Iowa and is the Vice President of Sales for Team/MHC.