

Ten reasons why	1
A new way to create publications	2
Frequently asked questions	3
Going on-demand with The Garret	4



Print as few as one copy 1

Using advances in digital technology, it is possible and economical to print in single copies. This reduces the need to produce publications in bulk.

Print only when required 2

There is no need to try to estimate demand prior to printing. The publication can be printed only as it is required. This virtually eliminates inventory and stock control issues.

Release limited budget 3

By reducing upfront investment, organisations can free up capital for other projects. In fact, if the publication is for sale, the customer covers all costs prior to printing.

Keep publications up-to-date 4

Many publications begin to lose value as soon as they are printed. By creating publications on-demand, they can be updated as required so that the publication is always correct when printed.

Keep publications in print 5

Rather than retiring publications when the stock is depleted or order a reprint knowing demand will be small, an organisation can keep the publication on the system indefinitely – creating a virtual warehouse.



Reduce production timescales 6

Developments in publishing systems allows the creation of unique templates that speed page lay-out. Once ready, the digital file goes straight to press reducing the time taken to produce the publication.

Work closely with partners 7

Using on-demand makes it more efficient and cost-effective to provide materials to partners and suppliers. Organisations can make a publication available for partners to amend and print while maintaining control.

Relieve the despatch headache 8

Many organisations end up fulfilling requests for publications internally. This is time-consuming and often a hidden cost. An on-demand service can take care of this without the expense of employing a mailing house.

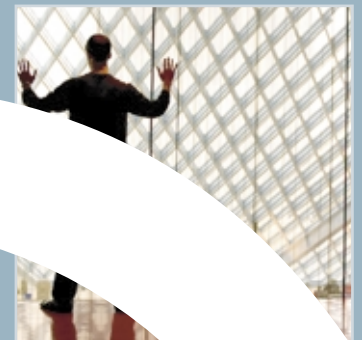
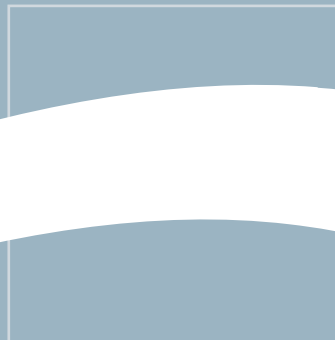
Explore new publishing opportunities 9

By reducing the cost and eliminating the need for a large inventory, organisations can develop publications where there is only a small target readership – even a readership of one.

Superior customer service 10

To control costs, some organisations have cancelled publications or offered PDF-only versions. However, many people still prefer printed material. On-demand can allow organisations to continue offering a choice to their customers or other audiences.

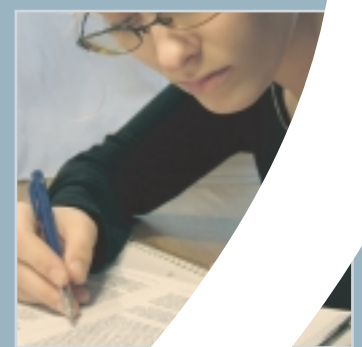
Being able to print a single copy of a publication cost-effectively opens up a world of possibilities. It's a world where you can supply your publications as they are requested; where dealing with stock becomes a thing of the past; where you don't have to tie up considerable capital in printed material.



It sounds attractive but it's only part of the benefit of choosing to produce publications on-demand. Much of the content created by corporate, professional and academic organisations changes frequently. The pace of business today means that printed material can soon become out of date.



Now, you can update the content of your publications as often as required. The next time it's printed it will be accurate. It's a far greater degree of flexibility. Think about a manual, directory or yearbook that allows you to respond to change and deliver quality information to your audience.



What type of publication should I produce on-demand?

Anything that is likely to change frequently. Manuals, directories or yearbooks are examples. Anything with a small or difficult to estimate target audience, such as niche industry publications or research reports.

Doesn't print on-demand equal poor quality?

No. Advances in digital technology mean that print on-demand delivers outstanding quality. As a professional organisation, it's important that the material you create enhances your brand.

Won't the unit cost be more expensive?

Of course, printing one copy is more expensive than printing in bulk. However, a single copy is cost-effective and you dramatically reduce the risk and cost associated with printing, stocking and fulfilling a large inventory.

What's wrong with producing my publications in PDF only?

Absolutely nothing and it certainly helps you control costs. If you're confident your audience is happy to download the publication, it's an ideal solution. The Garret designs PDF versions of publications. However, there are still a large number of people who prefer printed material. On-demand means you can offer your readers a choice.

Should I produce all my publications on-demand?

Very unlikely. If you have a publication with a large and predictable circulation and fairly fixed content, producing it in bulk will have greater cost benefits. Short documents such as marketing communications – direct mail, brochures, etc. – are still more expensive to deliver on-demand. The Garret helps companies create outstanding marketing communications using traditional printing methods.



The Garret specialise in providing a complete design, print and fulfilment service specialising in on-demand publications for the corporate, professional and educational sectors. You can outsource your entire requirements to us or select only the services you require. We provide:

- > **Editorial, copywriting and proof-reading**
- > **An innovative approach to graphic design**
- > **Print on-demand and fulfilment services throughout the UK, US and Europe**
- > **Consultancy on marketing and publication strategies**

The core of The Garret's solution is an advanced publishing and eCommerce engine. We work closely with you to develop unique templates that shorten the production process and can deliver brand consistency across your range of publications.

Our eCommerce engine can be integrated seamlessly into your own web presence allowing us to take care of all order management, transaction management and fulfilment for you.

the garret



To find out more about how The Garret can help you get the most from producing your publications on-demand, call 0207 703 4783 or email kirstie@thegarret.co.uk