

OMNIPRESS CASE STUDY



Solid Waste Association of North America

Mid-Sized Association that produces 46 publications with varied print configurations, update frequencies and order sizes

CAN YOU SAY OVERWHELMED?

SWANA was struggling with an inefficient, cumbersome in-house process, trying to print 46 separate publications with different bindings, different run lengths and changing inventory requirements. Quick-turn emergencies were out of the question... the print and fulfillment processes was too complicated, and the SWANA staff was overwhelmed.

A SINGLE-VENDOR SYSTEM MADE PERFECT SENSE

The association needed a vendor who could manage the entire process, from production to inventory to fulfillment. The vendor had to have the capability to produce short runs of 5-10 units as well as longer runs of 500-1000. They also needed help figuring out the most cost-effective inventory procedures to determine when they should keep higher inventories and when to print on demand.

OMNIPRESS SIMPLIFIED PRINTING, INVENTORY AND FULFILLMENT

Omnipress offered competitive pricing for all 46 publications and created a simple pricing structure that helped the Omnipress project managers easily advise SWANA on optimum run lengths for each of the publications. The Omnipress inventory management and fulfillment portal allows SWANA to check and manage inventory when needed as well as pull publications from the inventory and ship when necessary. In addition, Omnipress helped SWANA improve the look and feel of their publications, giving the printed material a professional look while still cutting printing costs.

WHEN SWANA NEEDS MORE, OMNIPRESS IS READY

Whether SWANA needs 500 copies on the double or only 3 copies a year, Omnipress manages the production, inventory and fulfillment without burdening the SWANA staff. Plus, when SWANA wants to sell their publications online, Omnipress will integrate a custom-branded store front and a shopping cart into the printing, inventory and fulfillment management system.

BOTTOM LINE: BETTER QUALITY, LOWER COST, LESS HASSLE

Omnipress was able to reduce printing cost, improve the appearance of materials and provide greater flexibility on run lengths. Best of all, we have an integrated, outsourced system that doesn't waste our internal resources. We couldn't be happier.

Patsy Timus, SWANA Training Manager