

CASE STUDY

Saving thousands of dollars through design layout and print strategy – Migration Policy Institute

Our relationship started through our print brokering services. At the time, the Migration Policy Institute (MPI) was astounded by the price we could offer to print their two monthly newsletters. The savings totaled up to \$24,000 a year. This was possible because the quantity they were printing was too low for the press they were printing it on and they were not getting a fair price. By proper press selection with honest and fair pricing, we were able to offer MPI substantial savings.

We eventually began handling the layout of these two newsletters. As we learned more about the client, we realized they truly did not utilize color in the body of the text and we identified another opportunity for savings. By producing in bulk, a preprinted inventory with the common headers in color, the newsletters could be imprinted in black, resulting in jaw-dropping savings.

Result: \$122,000 in annual savings.

