



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

www.ipma.org

Thursday, August 6, 2009

If you have not subscribed to **IPMASERV**, IPMA's on-line messaging forum, you are missing out on one of the industry's best resources.

IPMA member in-plants can post questions and receive immediate feedback from other in-plants.

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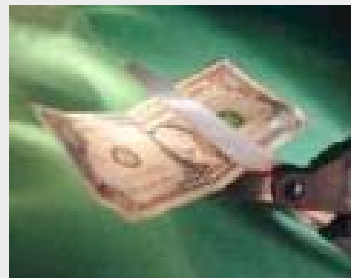
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IN THIS ISSUE

- Managers Share Strategies for Saving Money & Cutting Costs
- Western Growers Association Reveals 8 Keys for Staying Competitive
- IPMA Members Enjoy Special Discount from InfoTrends
- Browse IPMA's Library of Resources for Fast Solutions
- Albuquerque Is Site of IPMA 2010
- Post Used Equipment FREE

Western Growers Association Reveals 8 Keys for Staying Competitive

Managers Share Strategies for Saving Money & Cutting Costs



We are saving money by changing from a lease-based copier contract to a cost per copy contract. To build revenue, we are soliciting work from other institutions in our system. We are also considering a move into photo books, etc.

We lost a staff member, keep very little paper inventory on site, purchase on an as-needed basis, strive for no overtime and limited extra duty. Basically trying to do more with less; less staff, less time, less supplies! We have also upgraded our



Left to Right: Jesse Silva, Luis Olivarez, Diane Mendez, Robert Delgado, Guillermo Mejia, Paul Aguirre, (not pictured) Pat Collins

When Robert Delgado was recently asked for his shop's secret to success, he quickly responded.

- 1. A good graphic artist; one that is creative and works well with customers**
- 2. Good employees with organizational skills and follow through**
- 3. Good communication skills**
- 4. Different types of equipment (offset and digital)**
- 5. Good vendor sources**
- 6. The Internet for gang-run printing (outsourcing jobs that can't be produced internally)**
- 7. Continuing education and knowledge in the latest software and digital services**
- 8. And last, but not least -- "We say no to nothing," he stated emphatically. "We accept every type of job and if we cannot do it, we will find a vendor that can!"**

That "never say no" philosophy has paid off with iron clad customer loyalty for the six member in-plant team for Western Growers Association, headquartered in Irvine, CA.

"The wonderful thing is that we have offset presses, a Docutech for black & white, a Xerox 700 digital color machine, and PrintShop Mail for our variable printing needs," shares Delgado, the Print and Mail Manager. The

expiring leases with equipment that gives us more functionality with less cost and are thinking of marketing this equipment to others in our area.

To cut cost, we have reduced by half our on-hand inventory; reduced overtime; did not fill open vacancies; and reduced the number of deliveries per week from 5 to 3. To build revenue, we are bidding on printing from local municipals.

We reduced one staff position and are more aggressive in bidding on outsourced work. We changed some of our service providers and paper suppliers, as well as eliminated afternoon delivery service. After selling our van, we share a vehicle with another department. We cut 2 student helpers, eliminated our professional development budget and stepped up our efforts to bring in more work from the outside. We eliminated overtime and now simply say "no" to certain deadlines.

Due to the district's shortfall, we lost two press operators and one customer service rep. For years we have printed at no charge a series of

variety of equipment delivers customers an abundance of money-saving opportunities.

The recently acquired Xerox 700 color machine produces 4-color work at a small fraction of the offset cost. If possible, all of the jobs are run 2-up, cutting the cost even further. "The quality is excellent and we even UV coat some of the jobs," Delgado says. "Customers are totally impressed with the quality and low price. This (machine) has brought us so much work."

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Webinars:

Print MIS

Centralized Copier Systems

Tips for Thriving in a Down Economy

4-Color Digital Print Systems

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student journals (26,000 students) which required a press operator and one half bindery operator. Starting in 10 days we will be charging for them. Another staple which will no longer be offered is a service called While-You-Wait, which accounted for one and a half million copies. The light at the end of the tunnel is the possibility that as the best equipped print shop in this part of the state, a smaller shop may merge with ours, increasing our customer base by 29 additional school districts.

We've had to make cutbacks and a change in production methods.

Mailing: We let go one person who worked 10 months a year. It's possible we will stop providing both morning and afternoon interoffice mail service throughout our building. **Printing:** We reduced one artist, one bindery person, and one large press operator. The large press operator ran a 4-color GTO which has been replaced with a Xerox 8000AP digital device that can be operated by our existing copier staff. The lowered wages and operating costs of the large press have more than paid for the digital device.

Build revenue:
Informational pieces

Flash Survey Results:

Bindery Services
Print MIS
[CLICK HERE](#)

Sample In-Plant Materials:

Customer Presentations
Customer Satisfaction Surveys
Copyright Forms
In-Plant Promo Materials
RFPs
Right of First Refusal Policy
Quality Plan
[CLICK HERE](#)

Albuquerque Is Site of IPMA 2010



Ranked the second most affordable vacation destination in North America by AAA in 2008! [Click Here](#) for a glimpse of the fun and excitement waiting for you in Albuquerque.

Photo credit: Rob Behrmann

If you can only attend one educational event in 2010, make it IPMA 2010 in Albuquerque. It's the only conference and vendor fair exclusively for In-Plant Printers and Mailers. Reserve the dates -- June 6-9!

If you are interested in presenting, watch for IPMA's Call for Speakers this month or contact ipmainfo@ipma.org

Here's how attendees described IPMA 2009:

"Excellent conference. Valuable information was received for my company's duplicating facility operation/process."

"It seems that each conference I attend gets better! The product information and networking cannot be duplicated anywhere."

Post Used Equipment FREE

have been sent to customers on how to save on their printing/copying needs. We are also taking a closer look at some of the larger jobs normally sent out. If we can meet the deadline, cover the cost of materials, and meet the outside price, we are keeping jobs in-house.

Cut costs: Our division has eliminated one non-crucial position in our department, effective January 2010. Also, staff has been reminded to avoid any wasteful use of materials and that no more than 10% overages should occur on all print jobs.

Beginning with the new year in September, we will meet with supervisors to explain that next year's raises will be generated by cost cutting measures and ask for their suggestions. When our digital equipment lease ends this March, we anticipate reducing costs by examining our copy count history and fitting our equipment closer to our needs. Additionally, we purchased an electric car this year that should result in a savings on mileage next year and for years to come. Cost: \$12,000; in 3 or 4 years we will make the money back in savings. Sometimes you have to spend money to save



IPMA members can post used equipment for sale on IPMA's website. Send your posting to ipmainfo@ipma.org

[Equipment for sale ...](#)

money. Impressions are important, so we will spend the same amount on marketing.

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