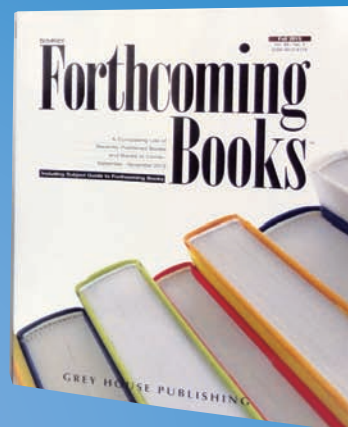
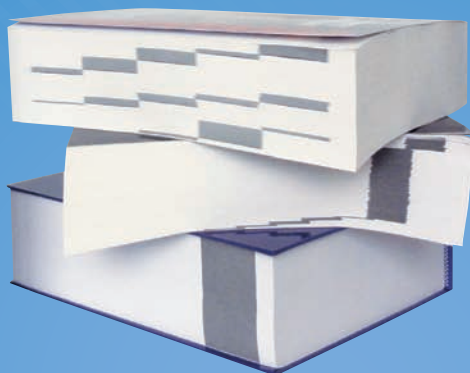
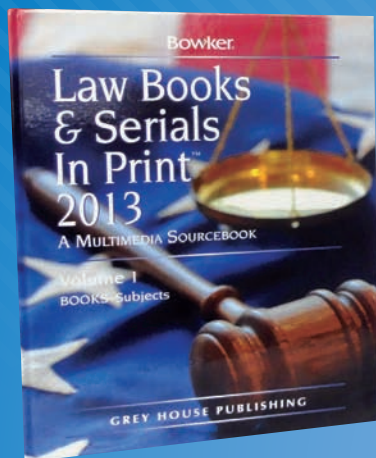




PROVEN SUCCESS OF BookFWD™ PROGRAM counters unpredictability of order levels



Client: Grey House Publishing

Grey House Publishing has published over 80 directory titles, as well as countless annual or semi-annual editions of many of these directories. As a premiere database publisher of specialized reference content in finance, government, environment and more, all of Grey House directories and reference books are carefully compiled and researched, offering content that is comprehensive and current.

Challenge

For centuries, the book publishing industry has been forced to treat printing like a gamble by printing large quantities of books without knowing how many would sell in order to get the lowest possible unit price. Publishers often roll the dice one title at a time and adjust their careful guesswork for the next based on the previous title's success.

When Webcom recommended looking into the BookFWD™ program, which differs fundamentally from traditional printing models, Grey House was cautiously optimistic. Short runs of high quality books at the same unit price as a larger quantities, was a benefit they were eager to hear more about. Webcom worked extensively with Grey House, who were initially hesitant to throw all their chips on the table. Webcom offered a customized approach to ease them into the BookFWD™ program with a program that carried a no risk guarantee.

“By every measure we were impressed by the proposed benefits of Webcom’s BookFWD™ program. After the first year of breaking away from our traditional approach, the proven success of BookFWD™ makes sense on every level.”

*- Laura Mars, Grey House Publishing,
Vice President of Editorial*

SUCCESS STORY

Grey House Publishing



Solution

- ✓ **Fewer copies, same unit cost.** As promised, the introductory model proved to be efficient, and affordable, and Grey House began to experience the benefits immediately. Not only could they safely plan for the long term without being trapped in the “job-by-job” mindset, they were able to manage their inventory with greater efficiency, knowing that small order quantities would be just as affordable as large orders.
- ✓ **Flexibility with printing in four-color.** In addition to the inventory management and cost-saving advantages, Grey House found that Webcom’s digital inkjet technology provided them with greater adaptability in their book production. Books containing maps, for example, formerly had to group the maps together at the back of the book in order to minimize the cost of printing them in color. Titles printed on Webcom’s T300, like Weather America, allow the publisher to position high quality four-color maps and diagrams at any point in the book, dispersed according to logic and design rather than being restricted by outdated printing technology.

Impact

- ✓ The publisher could confidently and more precisely order the amount of stock they needed
- ✓ When more runs were required, Grey House benefited from quick delivery with no cost surprises
- ✓ The publisher could customize the book with four-color images at any point in the book

Working with Webcom allowed Grey House to cut their turnaround times on short run case bound titles from 6 to 8 weeks down to 3 to 4 weeks. Cost savings on production alone amounted to 25% in the first year.

SUMMARY

By taking advantage of digital inkjet technology, Grey House is now better positioned to provide its customers with quality, custom designed books. With the cost savings to their custom book titles afforded by BookFWD™, Grey House has embraced the printing model of the future wholeheartedly.

ABOUT WEBCOM

Webcom is highly responsive and nimble in adapting to the demands of today’s book publishing industry. We partner with publishers to deliver complete business solutions that help them succeed.

Through advanced printing technologies and innovative production programs, Webcom gives book publishers unparalleled choice by offering end-to-end quality production solutions that reduce costs, free up capital and increase profitability. With over 35 years of industry leading experience, a team of more than 200 forward thinking employees and \$27+ million invested in technology, we are committed to delivering the best business solutions to you -- our client.