

Case study

How to reduce costs, improve quality and introduce green credentials?

BACKGROUND

The initial contact with NACO, (National Association of Caravan Owners) was instigated by print quality issues and physical wastage of letterheads, forms and other printed materials misfeeding or spoiling in office printers. More than 20% was being reported as wastage in worst case scenarios.

Also, colour consistency over all printed documents was lacking due to quality control issues and small print runs outsourced to various suppliers.

Overall, this created unnecessary inflated costs over all printed materials and erratic supply issues.

In addition, NACO's Quarterly Members Magazine, 'The Holiday Caravanner' was outdated after 15 years of repeat production, and needed to reflect new trends and changes in the holiday home industry. In general, print quality, postage costs, environmental sustainability and mailout services had ongoing issues.

SOLUTIONS

1 Office paper was changed from standard 90gsm offset paper to a 120gsm laser proof paper; supplied from one source which almost entirely eliminated wastage and increased productivity and office printer efficiency to almost 100%. Ordering paper in larger quantities from a single supplier also achieved a viable unit cost.

2 Colour management and consistency was met by sourcing all printing, including policy booklets, from a single supplier creating a new partnership with increased knowledge of NACO's brand expectations. A change to FSC accredited paper and board meant environmental standards were set and followed. Plus introducing a three month print cycle with stock storage reduced print costs significantly, followed up by six month price checks to maintain economic consistency.



3 NACO's quarterly magazine, 40 page 'The Holiday Caravanner', was given a complete brand re-refresh in order to compete with other prominent holiday home publications. The new name, Parklife, new masthead, and 'lifestyle magazine' styling (whilst still realising the NACO brand for existing members) has lead NACO into new markets areas. As the leisure industry has changed and consumer expectations are higher, the re-design and increase to 66 pages has already achieved higher advertising revenue and significant improvement in the quality of advertising content secured after just one edition.

4 Magazine print quality and proofing have been vastly improved by moving away from a remote print company using low resolution proofs and a web press, to high resolution hard copy proofs and a Cutstar B1 press, producing superior quality and faster turnaround. A paper change to an accredited sustainable silk material, and more cost effective postage have surpassed all NACO's expectations. Bi-annual price checks also ensure consistent market competitiveness on production, print and delivery.



In addition Parklife is now printed using sustainable inks and papers, and mailed using a potato starch compostable bag,* keeping environmental impact to a minimum.

Evaluation/Results

- Increased office productivity
- Minimal wastage
- Superior print quality with green credentials*
- Improved brand presence and consistency across all marketing materials
- Stock management and regular print runs guarantee uninterrupted literature supplies
- Biannual checks keep costs competitive

* sustainable inks, papers and bags backed by Printers ISO Registrations

