

Tomorrow is good, today is even better...

When Even Print-On-Demand Isn't Fast Enough

When Amazon was founded in 1994 at the height of the internet bubble, its concept was simple. Sell books on-line, then buy them from the publisher to fill the orders as needed.

In Theory...

The mantra was "virtual is good; bricks & mortar are bad." It sounded good as a slogan but problems soon appeared. Logistics, availability, and volume demonstrated that 100% virtual was not always practical.

...And In Practice

Fast-forward three decades to 2025, and Amazon now has hundreds of millions of square footage of warehouse space!

Why the 180° change in philosophy? Because sometimes it makes more sense to have your product on-hand, available for immediate delivery.

It Depends

Is it better to order your books, manuals, publications, and other printed materials on a strictly "as needed" basis, or should you order larger quantities to cover future use as well?

There is no right "one-size-fits-all" answer. Careful evaluation of your individual situation is warranted.

Here's An Example

Let's say you or a client have a meeting, seminar, or speaking engagement coming up. You expect 30 people to attend. This is serious business, so you plan to provide your attendees with a book or a binder for the event.

You call Copresco. We print 30 sets and ship them to you, or better yet, to your meeting location to arrive a day or two before the event.

Individual Service

We could also send individual pieces to the home or office of each attendee.

No waste, no spoilage, and you never even have to touch the material.

That's the beauty of Copresco's short run print on demand service. It's the best, most efficient solution in many cases.

What Is Most Economical?

Now let's look at the above scenario, but with a twist.

You have ten upcoming meetings scheduled for the next couple of months with 30 attendees each.

You could print 30 sets on-demand at Copresco just before each meeting.

That isn't a bad choice, especially if you anticipate minor corrections or updates after the first meeting, or if you're worried about last-minute registrations or cancellations.

Potential Savings

On the other hand, if you are sure there will be no changes, it is more cost-effective to print all 300 sets at once.

If you order a three-month supply, what do you do with all that printing? Store it in your garage?

The answer, of course, is Copresco's warehousing, distribution, and fulfillment services.

Analyze Your Situation

At Copresco, we help you discover the ideal quantity to maximize efficiency. We call this the "sweet spot."

Like Goldilocks tasting porridge, the goal is to identify the print quantity that is just right.

What circumstances make larger quantities a good idea? Here's food for thought.

Same Day Turnaround

If last minute orders are anticipated, having inventory on hand can mean the difference between air and ground shipment.

The cost of one overnight shipment could well make up for the cost of holding extra copies in inventory.

Having pre-printed inventory on hand allows at least one extra day for shipment saving both freight costs and hassles.

Ancillary Materials

Sometimes other items are married with print.

Thumb drives, portfolios, notebooks, lanyards; all must be ordered in advance and stored at Copresco.

It may make sense to marry and package everything into kits ahead of time.

Definite Quantities

In the end, larger quantities are still less expensive on a per-piece basis.

If you know for certain that you'll be needing another print run in the near future combining quantities may yield substantial savings.

Why Print More?

In most cases it still makes sense to print only what you need at the moment.

Printing for the next 90 days of demand may make sense, whereas printing a year's worth of materials ahead of time rarely pays off.

Best Overall

Copresco is not here to persuade you one way or another. We are here to help you find the best overall solution to fit your needs.

So when you need books or manuals call the company that has digital printing, full bindery, warehousing, inventory, distribution and fulfillment all under one roof.

Call Copresco.

(630) 690-2000

www.copresco.com



Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested



A snail was being questioned by the police after she reported being mugged by two turtles. “Do you think you can give us a description?” asked one of the officers. “I’ll try,” she replied, “but it all happened so fast.”

* * *

I’ve always been good at keeping secrets. It’s the people I tell them to who can’t.

* * *

My uncle always sees the bright side of everything. He’s a mortician and to him, everyone is a prospective customer.

* * *

Last year, I was able to keep all of my



New Year’s resolutions...tucked away in a journal on my bookshelf.

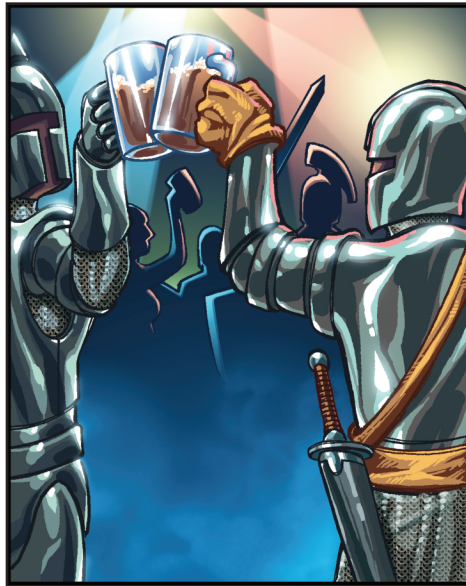
* * *

Why do praying mantis’ eat their partners after mating? To stop the snoring before it can begin.

A man asks his buddy for a cigarette. His friend quips, “I thought you made a New Year’s resolution and that you don’t smoke.” The man replied, “I’m in phase one of quitting.” Confused, his friend asked, “Phase one?” The man laughed, “Yes. I’ve quit buying.”

* * *

Where did medieval people go to



celebrate New Year’s Eve? Knight clubs.

* * *

Why is partying in Times Square overrated? Because they drop the ball every year.

* * *

I come from a very shy family. My ancestors sailed to America on the Wallflower.

* * *

The John Deere Company is coming out with a generic tractor. They call it John Doe.

Past, Present and Future walked into a bar...it was pretty tense.

* * *

As usual, the super bowl stadium was sold out, so one fan was surprised to see an empty seat in front of him. He made note of the oddity to a nearby woman, and she explained that the seat belonged to her husband, who had recently passed away. “I’m very sorry,” responded the man, “Really, I’m surprised another relative or friend didn’t jump at the chance to take his seat.” “Me too,” she said. “They all went to the funeral instead.”


* * *

I used to be addicted to the hokey pokey... but then I turned myself around.

* * *

I never suffer from jet lag because, frankly, I don’t understand time zones.

* * *



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