

WEB2PRINT SOLUTIONS

More than half of the total spending associated with marketing collateral results not from design and printing costs, but from product obsolescence and collateral management activities like procurement, fulfillment and inventory management. When investigating your printing and fulfillment needs, it's important to understand the cost allocated to procurement. Consider an audit of your marketing supply chain to gain efficiencies and reduce overall costs.

“For every \$1 spent on print, \$8-14 is spent on process.”
Cap Ventures

What Are The Costs Associated With Print Procurement?

Many studies have been conducted to look for ways to take “invisible” costs, or non-value-added costs, out of the supply chain. The result? Print buying has the most cost associated per \$1 spend.

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“Automating print procurement is one of the biggest opportunities for corporations to reduce costs and increase shareholder value.”
Institute for Supply Management

“The typical paper purchase order costs \$50-75. This same process electronically is not only faster but also costs only \$1-5.” **eCommerce Council, PIA**

Some procurement costs can be quantified:

- Warehousing and fulfillment
- Obsolete printed material
- Managing purchase orders

Invisible costs are sometimes difficult to be quantified, but are substantial nonetheless:

- Lack of control over brand image
- Lack of targeted messaging
- Lost opportunities while waiting for marketing materials

There is, however, a way to reduce these avoidable costs. With Internet driven delivery models, a streamlined supply chain is here, saving money and bringing indispensable conveniences that allow you to focus more on value-added activities.





Top 7 ways Web2Print can reduce procurement costs:

1. Allow end users to order and track their own jobs. Instead of funneling orders and questions through multiple people, Web2Print allows end users to go straight to the source.

2. Reduce or eliminate nonessential steps. You already approved the price and the file. Instead of going through the entire ordering process again, simply select what you want when you need it.

3. Reduce costs related to file preparation. Prepare and send the file once. There is no need to send art files for each new order. Versioning and personalization are easily done online.

4. Streamline the proofing process. Proof online immediately after making changes via PDF Soft Proofs. Approve your proof and place the order in one step.

5. Control all of your marketing collateral from one location. Organization and control at its best. All materials are in one place, with ease of access to the most up-to-date version.

6. Enable shipment directly to the end user. Freight and fulfillment costs decrease by shipping direct from B&B.

7. Streamline your paperwork and invoicing process. Every purchase is trackable and invoices are sent directly to the department or person you specify.

Streamlining print procurement offers big opportunities for cost reductions. Web2Print is the solution!

Call **888-224-2656** or visit www.BBsmartsolutions.com to see what **WEB2PRINT** can do for you.

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