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# CASE STUDY

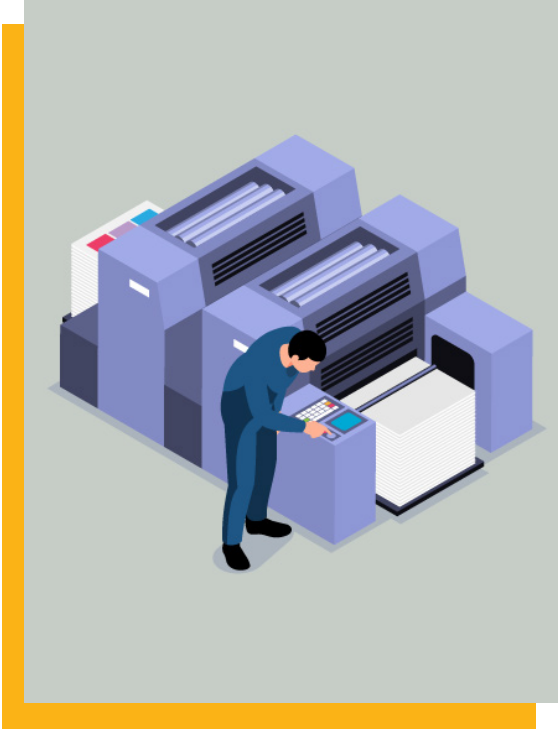
## Commercial Printer (Company B)

**Western Trade Printing**  
**Wholesale Printing Service**  
wtprints.com

# Background

**Company B is a commercial printer** serving a regular roster of B2B and B2C accounts. They were an occasional buyer of printing services from us for several years.

## THEIR ORIGINAL STRATEGIC PLAN



- 1 Change ownership and business structure.
- 2 Find ways to continue to produce work for major clients.

## THE CHALLENGES

Company B reorganized under its new ownership and business structure.

- ▶▶ They were not interested in maintaining a production facility and the employees required to keep the production facility operational.
- ▶▶ They were not sure of the best way to outsource this critical work *and* continue to meet quality standards and deadlines.



At this point, they approached Western Trade Printing to see how we could help with the transition.

# HOW WE TACKLED THE CHALLENGES

In collaboration with Company B, we did the following...

## A. THE SALES PROCESS

Worked one-on-one with their sales staff to understand and meet client needs for their major accounts.

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## B. CUSTOM PRICING

Structured a custom pricing deal tailored to help them keep their existing clients *and* remain profitable and competitive.

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## C. CUSTOM DELIVERY & SHIPPING

Arranged custom delivery and shipping charges.

# HOW WE TACKLED THE CHALLENGES

## D. THE PRODUCTION PROCESS

Set up special quick-turn production to meet client standards and deadlines.

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## E. WORKFLOW

Coordinated a workflow to integrate with their existing sales staff.

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## F. OUR STAFF BECAME THEIR STAFF

Delivered full WTP production support – our staff became their staff:

- Always available by phone.
- Over 250 years combined printing experience at WTP. Even our accounting department is staffed by folks with printing experience
- Committed to deliver custom quotes in 4 hours or less so they could respond quickly to all their client needs.

# THE WTP! SYSTEM BEHIND IT ALL

The *WTP! System* uses proprietary and industry standard procedures to ensure our client's ongoing success and growth.



1.

## Print Production Standards and Methodology

We use G7 Color-Certified Offset and Digital Print Solutions and Quality Control Methodology on every job.

- The WTP! System ensures on-time delivery.
- The WTP! System prevents costly printing mistakes before they ever get to press, which allows us to offer competitive pricing and faster turnaround.
- The WTP! System ensures that all jobs (custom or gang run) have the same top quality and consistency across all substrates and printing equipment.

CMYK



2.

## Personalized Service

WTP clients always get a live person who has extensive print experience. They work with you one-on-one as needed to keep your clients happy.



3.

## WTP Shipping and Delivery

The *WTP! 4-Point Shipping Checklist* ensures that once the product leaves our floor, it arrives in A-1 condition.

- 1 - All ground shipments are double-boxed and "H" Taped.
- 2 - Whenever economically feasible, your project will be skid packed with corner protectors, heavy duty strapping and stretch wrapped for integrity.
- 3 - The shipment is then photographed and shipped "blind" from our location in your name.
- 4 - While WTP can't control what shippers do once they pick up a job, we minimize risk because we only work with top rated shipping companies.

Our proactive relationships with top-notch carriers prevent and minimize shipping delays and logistics nightmares that are so common for other shops.

# THE RESULTS



## Reduced Overhead and Production Success

They reduced overhead and expenses by eliminating in-house production. Successfully transitioned to 100% brokerage operation.



## Retained All Existing Clients

Using WTP production resources, client is now successfully servicing their existing offset clients. This made for a profitable transition.



## Focus on Clients and Market Expansion

Their new production and sales structure allowed them to focus *solely on client work* and let WTP handle all production.



## Growth Without Production Headaches

Their new focus on client work without production headaches helped them increase annual revenue by 10%.



# 10%

Company B  
increased annual  
revenues by 10%.



Company B is now one of Western Trade Printing's Top 5 Clients by sales volume.



Case Study - Commercial Printer [Company B]

## Western Trade Printing

### Wholesale Printing Service

#### CONTACT US



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