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CASE STUDY

Saddle Stitching and Mailing

Western Trade Printing
Wholesale Printing Service
wtprints.com

Background

A client recently came to WTP with a straightforward request: they needed to print, bind, and mail an 11 x 8.5 saddle-stitched booklet to be inserted into a 9 x 12 envelope. The project involved seven versions, each with a 20,000 quantity, to be mailed at flat size rates. The client's original plan was clear, but we saw an opportunity to provide a far more cost-effective and efficient solution.

THE CLIENT'S ORIGINAL PLAN



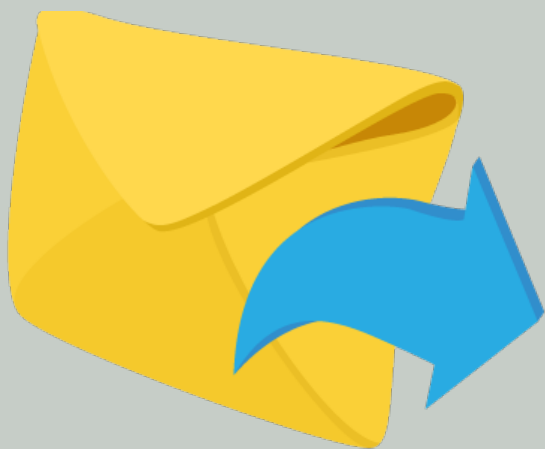
1 Have WTP print, stitch, and insert booklet into envelopes for mailing.

2 Have WTP process the job for flat-size rates mailing and drop off at the the Fresno USPS Sectional Facility.

THE PROBLEM

The client's plan involved two potentially costly elements, including the use of envelopes along with mailing at flat size rates despite the significant quantity.

The problem was that the client may not have realized there were alternative solutions available that could be equally effective for this campaign and that could save tens of thousands of dollars.



Our experience with booklet mailing at Western Trade Printing suggested a different path.

HOW WE TACKLED THE PROBLEM

Here at WTP, we don't just see print jobs on a production schedule. We're always alert to opportunities for innovation and cost-saving. We approached this project with two key questions:

- 1. Why use an envelope?*
- 2. Why opt for flat size rates at this quantity?*

1. THE ENVELOPE

Our proposed alternative was a smaller, self-mailer booklet with double the page count, offering the same physical space for content.

This approach mirrored a successful strategy we had implemented in a previous marketing project, eliminating the need for envelopes and significantly reducing costs without sacrificing content.

HOW WE TACKLED THE PROBLEM

2. THE POSTAGE

In addition to postage estimates for dropping the mail at the local Fresno SCF (sectional center facility), we estimated additional postage discounts via list enhancements such as Walk Sequence List eligibility.

As you'll see, such enhancements typically offer significant savings. They aren't as well-known as the local SCF drop-off and are missed by many print service providers.

We also looked at entry discounts available by shipping to alternate SCFs.

THE RESULTS



The results were outstanding. We presented our first comparison, anticipating significant savings, but the actual figures exceeded even our expectations.

By switching to a self-mailer format and making a design change, we saved the client around \$40,000 before even considering the cost of envelopes.

With envelopes added in, the savings neared \$50,000, nearly a 50% reduction in total costs.

	Original Plan	WTP Suggestion
Booklet Size	11 x 8.5" 8pp insert in envelope	6 x 9" 16pp Self-Mailer
Print and Mail Processing	\$71,392	\$41,069
Envelope Cost	\$10,000+	\$0
Postage Estimate	\$45,500	\$36,500
Total Cost	\$126,892	\$77,569

Not only did this offer a direct monetary benefit, but the self-mailer's design also provided slightly more 'real estate' for the client's content, adding value without additional expense.

Conclusion

At Western Trade Printing, we're not just about printing and mailing, we're about finding the best solution for our clients. This case study exemplifies how a simple shift in perspective, based on the 250+ years of industry experience at WTP, can lead to substantial savings and improved outcomes.

We believe in challenging the status quo, asking the right questions, and delivering results that exceed expectations. This project is a testament to that philosophy. It's how we help printers and brokers remain competitive, efficient innovators in the eyes of their clients.



Western Trade Printing - Constant dedication to our clients' success!

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.



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