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CASE STUDY

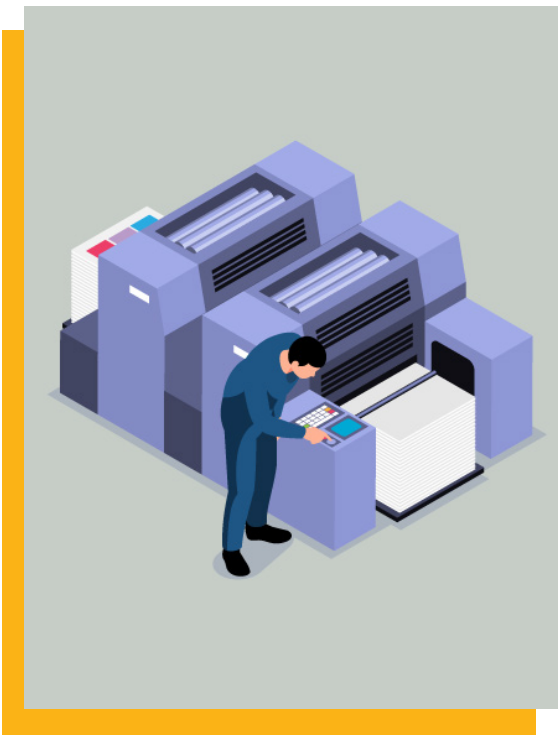
Transition from Printer to Broker (Company P)

Western Trade Printing
Wholesale Printing Service
wtprints.com

Background

Company P was a long-time, family-owned commercial printing business. They called to tell me they were throwing in the towel on in-house printing production. They wanted to dissolve their production operation in an orderly manner yet continue servicing their clients as print brokers.

THEIR ORIGINAL STRATEGIC PLAN



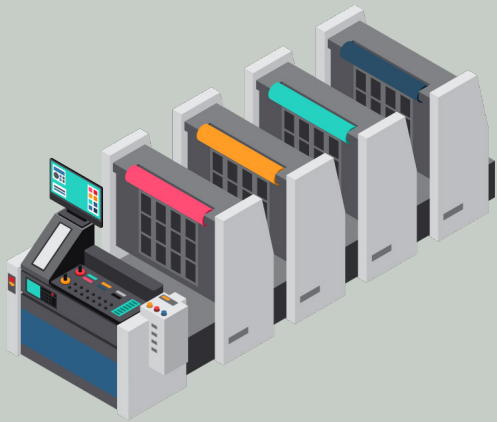
1 Find a reliable trade printing partner that could be trusted.

2 Liquidate their production operations while continuing to service a wide range of major clients as print brokers.

THE CHALLENGES

In the process of transitioning to a 100% print brokerage business, Company P faced challenges:

- ▶▶ They needed to find a reliable trade printing partner who could quickly ramp up to produce a large volume of work.
- ▶▶ The work needed to be consistently high quality across a range of clients.
- ▶▶ They needed financial support in the transition from in-house to outsourced work.
- ▶▶ Before closing their own facilities, they had to be 100% confident their new partner in print production would not undermine their effort to revitalize the family business.



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 P, we did the following...

A. THE SALES PROCESS

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

B. CUSTOM PRICING

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

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.

E. FINANCING

Extended credit to Company P to finance their transition to brokering.

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



“We should have done this a long time ago!”

Comment from the owners of Company P after the successful transition to a 100% brokerage operation.



Retained All Existing Clients

Using WTP production resources, client is now successfully servicing all their existing clients without the production headaches. This made for a profitable transition.



Kept the Family Business Alive

Their new brokerage service structure allowed them to focus *solely on client work* and kept the family business alive.



Increased Growth

Client is *more profitable as a broker* than they ever were as a print manufacturer. They continue to experience year to year growth.



**Steady
Continued
Growth**

More profit than
ever and growing
year to year.

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Company P is Now Western Trade Printing's #1 Client by Sales Volume.



Case Study - Transition from Printer to Broker [Company P]

Western Trade Printing

Wholesale Printing Service

CONTACT US



5695 E Shields Ave
Fresno, CA 93727



(559) 251-8595



bgardner@wtprints.com
wtprints.com