

## Minimise and manage the cost of your printing and distribution

We understand the importance of minimising printing and postage costs, and actively work with our clients to eradicate waste - in all its forms. Our highly experienced team will offer you free, friendly advice on the best way to keep your document and distribution costs to a minimum. Below we highlight the areas where costs can most often be saved:

### What do we recommend to help minimise costs?

- Pre-press – typesetting, proofing and corrections
  - Typesetting & corrections: instead of sending in a few pages of alterations at a time, which often results in an increased number of proofs and proof stages, group your corrections together, so that you can submit them less frequently
  - Keep your document in draft form (usually as a Word file) as long as possible before sending it to your printer. (Our unparalleled in-house typesetting capacity – 8,000 pages per week – means that we can take your Word file at a later stage than is the norm in our industry, enabling us to turn round the first draft as quickly as possible and reducing the number of proof stages)
- On press – printing and personalisation
  - If printing an international issue, print them in one location and couriered them onward. Multi-site printing entails multiple printing plates, make-readies, machine set-ups at each location, which can add significantly to your costs
  - Print fewer copies upfront: modern digital printing makes it easier to reprint on an ad-hoc basis – even a few copies can be cost-effectively produced and could save transport and storage costs as well as printing, mailing and postage
  - Litho printing is produced in sections which are multiples of 4: 4 page, 8 page and frequently 16 page sections. Any additional pages are 'cut to waste'. So if your document runs for instance to 65 pages, it could reduce your costs if we typeset it to fit within 64 pages
  - Personalisation: it's often cheaper to print two A4-sized personalized forms together on a sheet with barcodes, before folding and separating them – saving costs and making it easier to ensure forms are properly matched, thereby avoiding costly errors
  - Scheduling: our unrivalled printing and mailing capacity means you can sign-off at a later stage than is the norm in our industry, saving you extra time and costs
- Postage
  - First Class or Second Class? – if it doesn't need to arrive immediately, we can save you money by mailing second class
  - Mailsorting: for significant quantities of documents, our advanced UK Mailsorting programmes enable us to 'sort' addressee data before it reaches the Royal Mail such that it qualifies for significant postage discounts – often running into tens of thousands of pounds
  - Similarly, the weight of paper stocks (GSM (grammes per sq metre)) used can have a significant effect on postage costs, as this example shows:  
**Paper stocks – 500 copies of a 4pp + 250pp**  
250gsm cover/100gsm text – 500 copies weighs 413kg  
200gsm cover/80gsm text – 500 copies weighs 330kg
  - Does your document need to be A4? This can also have a dramatic effect on postage costs, as these examples shows:  
**A4 vs. A5 prices for the same document specification**  
250gsm cover/100gsm text – 500 copies weighs 206kg  
200gsm cover/80gsm text – 500 copies weighs 164kg  
**Posting 10,000 copies of an 8pp Circular**  
Post in C4 carriage – 20g large letter – 78p/envelope - £7,800 at current rates (not Mailsorted)  
Folding the document to A5 ("endorse folding") where sensible allows us to post in a C5 carriage envelope. So a 20g letter – 51p/envelope - £5,100 at current rates (not Mailsorted)

- E-Comms: take advantage of email or links to website
  - Does it need to be printed? Current legislation and statutory instruments may allow you in certain circumstances to email documents, or host them on a secure website and email a link to your stakeholders
  - We can provide secure bulk email and secure VDR (virtual data room) online hosting for your critical documents, often making dramatic cost savings
- General
  - Avoiding weekend working will also help keep costs minimized across the board
  - Allow us to speak with your Registrars – or whoever keeps your stakeholder register – at an early stage to ensure we can best manage any personalization of data and the distribution of your documents, saving you costs.

#### How else can we help you realise cost-savings?

- Our team's practical suggestions will always be designed save you considerable time and costs and eradicate waste
- We are always happy to give you updates at each stage, allowing us to keep you informed of costs incurred and likely costs ahead
- Should the scope of your transactional work change, we guarantee to provide the most cost-effective solutions for you