# Print Professional Quality Materials

Calculate the benefits of printing in-house

How much money could you save?

Every year, companies like yours pay outside vendors significant amounts of money to print documents that they could actually produce right in the office.

- What if you could easily print professional-quality materials on your departmental printers?

- How much faster could you produce the finished product?

- Or respond to last-minute requests for small quantities of high-quality printed materials?

Who needs to print high-quality materials in-house?

Agencies and professional services firms or consultants often need to produce client proposals and other materials quickly with accurate corporate colours.

In-house marketing departments regularly use outside print providers because their departmental printers can't produce logos and trademarks that reliably match corporate colours.

Training departments pay top dollar for help compiling documents into training packages, and for creating ancillary materials like tent cards and student name badges.

Sales, marketing, and events departments often forced to rely on outside services to produce consistent, high-quality collateral pieces for limited quantities of last-minute materials.

Real estate firms need to quickly produce client proposals, brochures, and invitations with high-quality images in limited quantities.

Professional printing is possible in-house

Producing consistent, professional-quality work, especially with accurate logo colours and imagery, can be challenging when using departmental multifunction printers. But the problem often isn't due to your staff, or even your printers. In fact, some commercial print providers and in-plant facilities use the same multifunction printers for short jobs.

- The missing element in high-quality in-house printing can be as simple as choosing the best technology to process your files for printing.

- Adding an EFI™ Fiery® server and appropriate finishing equipment to your multifunction printer provides the colour management, image reproduction, and finishing capabilities to produce consistent, accurate colour logos and images in professionally finished documents—right in your office.

WITHOUT FIERY   **WITH FIERY**

Why should I bring printing in-house?

What opportunities does this open for you?

How much time and money could you save if you could control lead times for your printed materials, while still getting the excellent colour and professionally finished materials that you demand from outside print providers?

Use this interactive e-book to determine the benefits and how much money you might save by bringing printing back in-house.

1. **Understand** your needs

2. **Review** your outside printing costs

3. **Determine** your benefits

1 Understand your needs

Why do you use outside print providers?

Think about why you use outside print providers to produce materials that you could print on your departmental printer. You probably have some good reasons.

Check all that apply:

We need better print quality

We need colour accuracy for our corporate logos and imagery

We need to produce high-quality booklets

We have difficulty combining multiple files together into one finished document

We have trouble getting pages in the right order for booklets and brochures

We need better overall consistency across all our materials

We don't have a high-quality office printer

What challenges do you face in working with outside print providers?

While commercial printers have professional skills and equipment, getting your jobs produced by an outside vendor is not always smooth sailing.

Check all the issues you've faced using outside print providers:

The lead time it takes to get orders back

Lengthy review and approval cycles

Communication with our print vendors

Designing pieces without seeing final prints

Mistakes and rework

The time and cost required to define a print job, get a purchase order, and get invoices processed

The high cost of printing small quantities of materials

Having to meet minimum volumes

Rush charges to meet deadlines

The impact on business of not getting printed materials back on time

2 Review your outside printing costs
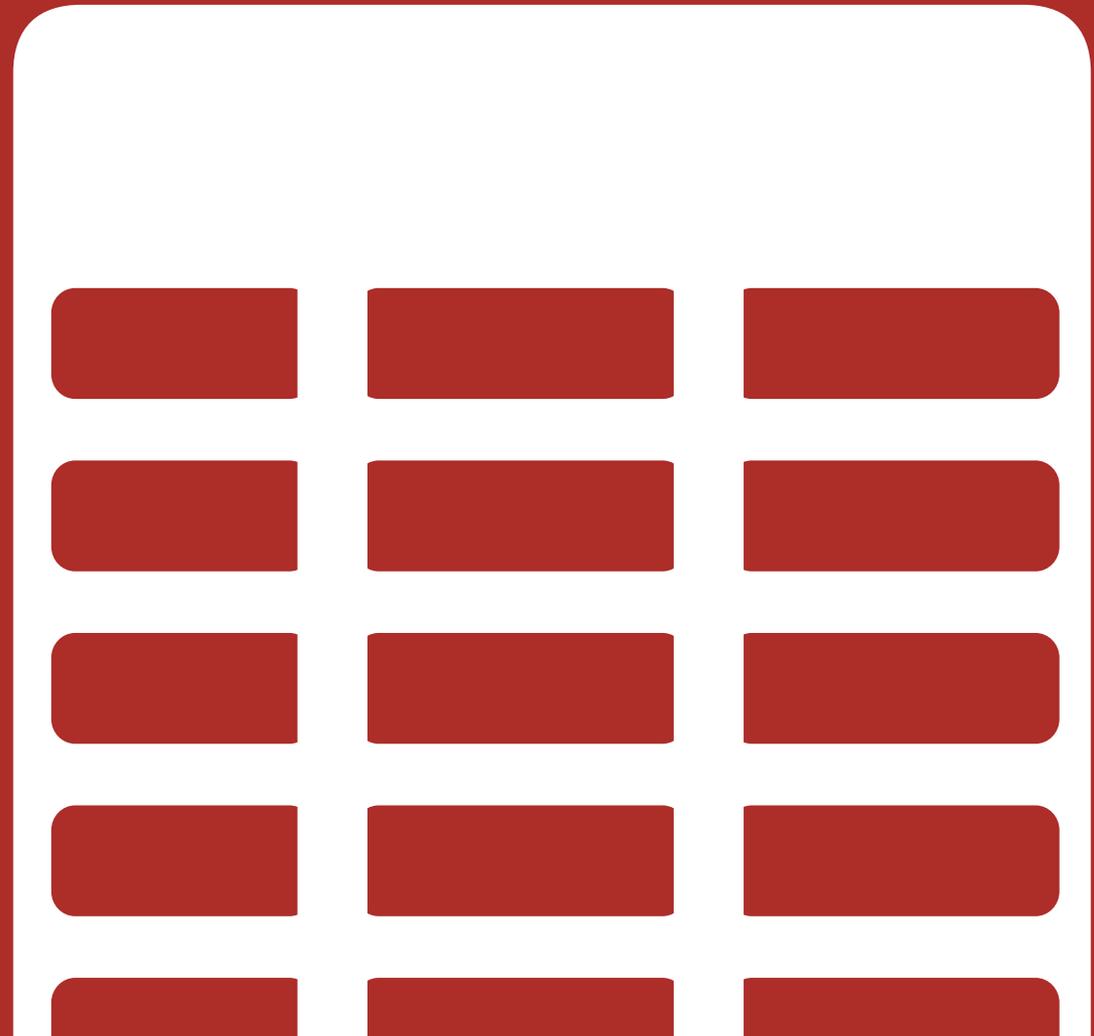
Review your outside printing costs

Start by identifying the number of documents you send out to print that you could print in-office if your system was able to produce professional quality. Then add up the total cost of that outside printing.

Single-page or stapled documents

How many single-page or stapled documents do you send to outside print providers every month? This might include flyers, datasheets, tent cards, presentation handouts, reports, training materials, employee communications, and other materials.

| Printed material	Monthly quantity	Typical cost, £ per document	Your cost, £ per document	Your total estimated monthly cost, £
1-sided A4 size sheets		£0.27		
2-sided A4 size sheets		£0.31		

Folded materials

How much printing that would require a booklet finisher, like brochures, booklets, or catalogues, do you send to outside print providers every month?

Printed material	Monthly quantity	Typical cost, £ per document	Your cost, £ per document	Your total estimated monthly cost, £
4-page brochures (A4-size)		£1.09		
8-page brochures (A4-size)		£2.18		

Estimated total monthly print spending, both single-page or stapled documents and folded materials	

3 Determine your benefits
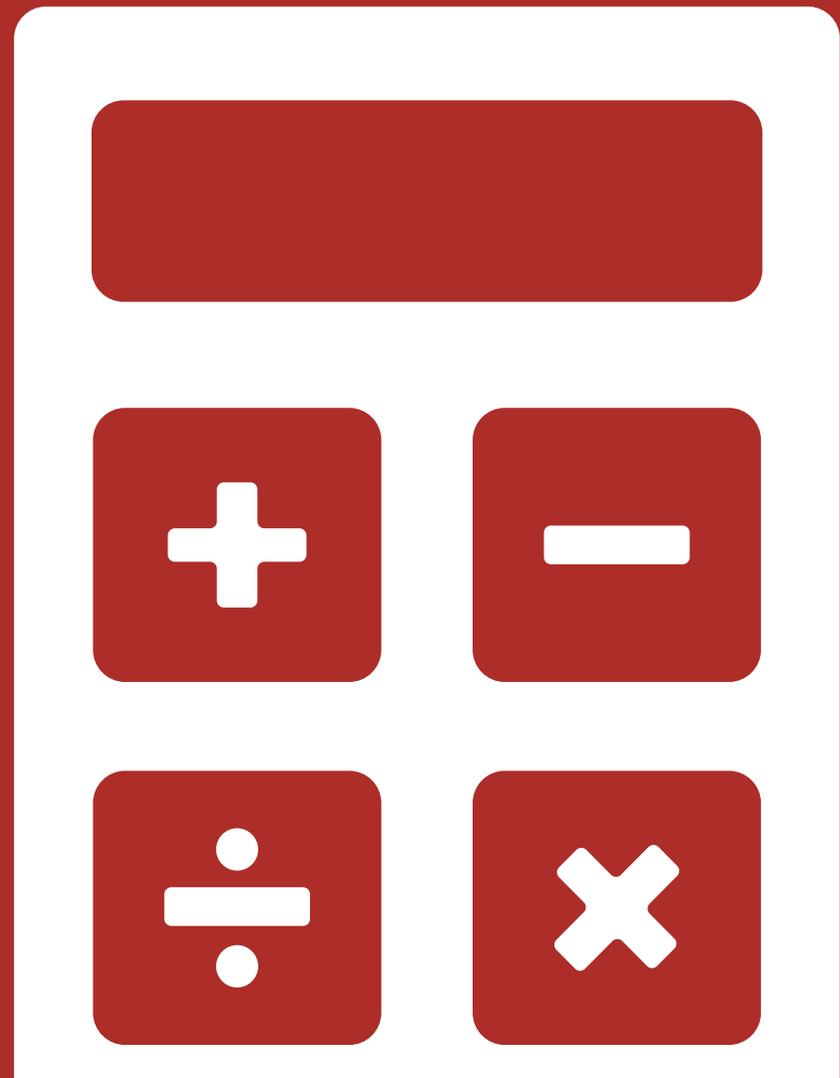
Determine your in-house printing cost

Of course, there will be a cost for printing these materials in-house,
but it will certainly be far less than going to an outside vendor.

In-house printing costs:

Enter your paper prices and printer click charge below to estimate your costs.

Paper and click charges	Monthly quantity	Typical cost per unit, £	Your cost, £/quantity	Subtotals - paper and click charges
A4 (210x297 mm) paper		£10/500 sheets	/500 sheets	
A3 (297x420 mm) paper		£19/500 sheets	/500 sheets	
Colour clicks per side (A4 or A3)		£0.04/click	/click	

Additional lease cost for Fiery server and/or booklet finisher:

Enter the lease cost differential which will depend on type of booklet finisher, if needed, and lease term.

Additional lease cost, £ per month	Typical cost per month, £	Your incremental cost per month, £
Lease increase	£230 - £470	

Overall financial incentive for bringing printing in-house:

Cost savings for monthly print volume	£ per month
Savings by not using outside print providers	
Less the cost of printing in-house (paper & click charges, additional lease costs).	
Monthly cost*	

*Approximate costs based on estimated page volume

Understanding your total benefit

Adding a Fiery server to your departmental printer provides tools for your own team to compile and produce professional-quality results right in your office.

The benefits you could get from this solution include:
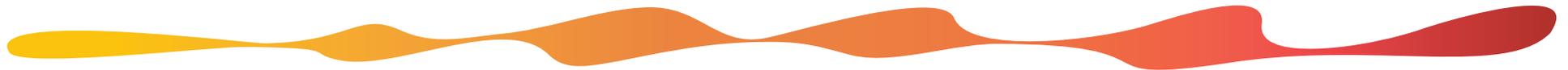
Ready to bring outside printing back in-house?

Adding a Fiery server to your departmental printer allows you to print the high-quality finished materials you need, right in your office and right when you need them. Plus, keeping this work in-house saves you time and money by not sending it to outside vendors for printing.

How do I learn more?

WATCH NOW
Watch this video to see how Fiery capabilities make in-house printing more efficient, and save you time and money.

CONTACT NOW
Contact your printer dealer today to find a Fiery server for a new printer.

VISIT SITE
Browse offerings from our partners on the EFI website.

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 0808 101 3484 (UK only) or +44 (0)1246 298000 for more information.