



SHORT RUN PRODUCTION of COLOUR SALES & MARKETING BROCHURES

Company Profile:

Malvern Instruments – a high-tech manufacturing company with multiple product ranges.

Discover Travel – a Travel and Tour organising company with brochures for each tour.

Problem Solving Profile:

Firms such as these used to litho print their colour product and service brochures by the thousand. Today they have much of this material on display on their Web Pages but the quality of image when downloaded then printed onto A4 sheets, possibly using an indifferent desktop printer, presents a poor quality of image to potential new customers.

They needed small numbers of quality brochures for exhibitions, face-to-face meetings or responses to mailing.

Solution to Problem:

To print the colour brochures digitally several times per year in runs of tens and hundreds only in response to demand.



Benefits are:

- Digital print quality is the equal of litho for general commercial usage
- Money tied up in stock is reduced
- Frequent changes to content can be made without making brochure stocks redundant
- Very fast turn-round delivery
- Brochures can be varied/personalised e.g. product brochures were personalised with the logos of a German subsidiary
- Wastage is minimised