



**DIGITAL PRINT STREAMING**

**Company Profile:**

ORA Organic Resource Agency Ltd – This Malvern based organisation is a UK leader in the world of Waste Management and offers a wide of range of services.

**Problem Solving Profile:**

All ORA’s services have a unique sales leaflet. Naturally the usage of these leaflets varies with sales demand so that, at re-print time prior to major exhibitions, some leaflets need re-printing in hundreds others only in tens. Additionally new products come on-line each year and existing services change in detail.

**Solution to Problem:**

➤ *Design:* The design of new service leaflets followed the agreed corporate template. Amendments to existing leaflets are quickly achieved at minimal cost based on the designer’s labour time – no printing plates have to be replaced.

➤ *Production:* ORA is well organised so that all leaflets are re-printed at the same time.

Significant Cost Savings are achieved by Print-Streaming together the short runs of multiple leaflets.

When consolidated the run became one of thousands and ORA were only charged at the more economical thousands rate.



**Benefits are:**

- Significant Cost savings are achieved
- ORA only ordered the exact quantity they needed so wastage minimised
- No capital tied up, no extra storage needed