



## DESIGN & PRODUCTION OF MEMBERSHIP DIRECTORIES

### Company Profile:

The Church of England has over 40 separate Dioceses throughout England.

### Problem Solving Profile:

Each diocese produces a Directory of its members – this is a complex operation with particular difficulties:

- Most Diocesan offices do not have either enough staff or the specialist skills necessary
- Database handling requires the extraction of specified data
- Dioceses often have different types of database all set-up differently
- Special document design skills are needed
- Labour intensive handling of advertising in each Directory is called for
- Production print runs vary from a few hundred to several thousand
- Directories are substantial documents with between 200 and 400 printed pages



### Solution to Problem:

- A visit to the diocesan offices to review the problems, a report is produced together with target budget costs.
- Our Database specialist sets up purpose-built new databases if required
- Jasprint specialists extract the specific data from the database(s)
- We design “user friendly” style templates into which the variable database information is fed
- We contact advertisers, sell them space, create the artwork then get proof agreement
- Automatic indexing is done
- Final artwork is created by combining Variable data pages with static information pages plus adverts – all this is proofed as PDF files then finally as a hard copy.
- Print Production is done



### Benefits are:

- Jasprint acts as prime contractor and handles all aspects of the job
- We have complete range of technical skills needed
- Improved Directory page layout increases “user readability”
- Responsibility lifted from shoulders of Diocesan office staff
- Reduced production costs
- Future directory issues can be cheaper/easier to produce.