MSI METRO SALES INC

CASE STUDY: **PRODUCTION PRINT**

How a Nonprofit Cut Print Costs by Over $3,000 a Year

An environmental education nonprofit was paying outside printers about $5,000 a year and expected that to double, while four problems with the work went unresolved. **Now the printing happens in-house, on their terms.**

The Challenge

The nonprofit sent its education materials to third-party printers at roughly $5,000 a year, and expected that figure to double.

Cost was only part of it. The team had four unresolved problems with outsourced work: incorrect prints, corrections that had to be redone, late deliveries, and materials that missed their standards. They wanted more control over their printing and more value from their print budget.

The Solution

MSI started by reviewing each outsourced job, including what it cost and the outcome the team needed from it. We then invited the team to our Burnsville facility to see the machine in person and review printed samples of their own documents.

Based on their jobs, desired output, applications and budget, we recommended the Ricoh Pro C5400. It gave them the print quality and speed they needed in a solution their team could run easily.

Engagement Snapshot

CLIENT	Environmental Education Nonprofit
LOCATION	Twin Cities, MN
RELATIONSHIP	Production Print Solutions
ANNUAL SAVINGS	Over $3,000

By the Numbers

$5,000 spent each year on outsourced printing, with that cost expected to double.

4 unresolved problems with outsourced work: incorrect prints, corrections, late deliveries and missed standards.

The Results

The nonprofit's cost dropped by over $3,000 a year compared with outsourcing. Turnaround on event and donor materials went from 3 to 5 days to same day, and rush fees and the costs of bad runs are gone.

In-house printing gave the team control over what gets printed and when.