



**West Print
Management**



*The No1 in savings,
efficiency and control.*



*Reducing
the cost of
doing business
while improving
quality and
service.*



Introduction

Many companies and government departments are searching for some form of control over the costs, quality and management of printing requirements. They seek a comprehensive system that automatically monitors inventory, always produces the best quote and eliminates errors.

West Print Management (WPM) has that system and is making it work for its many clients in all kinds of industries. The savings in time and money, in every case, have been substantial.

This document explains the services provided by WPM and the ease in which these cost-saving methods can be incorporated into any operation.

■ **Print Management**

What is Print Management? It's a system that manages all components of your organisations branded material (large and small) and the logistics of supply so that clients can gain significant savings in time and money.

West Print Management runs the world's most powerful industry-specific print management software.

WPM is able to bring together over 350 best in class suppliers covering every aspect of print, merchandise and apparel supply and production. This produces real and immediate savings to the client. The most important benefits are quality, value for money and speed.

WPM's range of products and services include:

- **Print Consultants**
- **Graphics and Design**
- **Forms Design**
- **Online Approvals**
- **Tender Management**
- **Regional Sourcing**
- **Supplier Management**
- **Demand Forecasting**
- **Inventory Management**
- **Warehousing and Distribution**
- **Specialised Fulfilment**
- **Mail House Management**
- **Promotional Products**
- **KPI and Savings Reporting**
- **Reviews**

WPM does not own any printing presses, design studios or production facilities. Being fully independent, WPM can recommend the most cost-effective method of production and distribution.

WPM Account Managers and Customer Service Representatives (CSRs) work with clients to evaluate the objectives of each task and determine the best way to achieve them.

Creative design, finished artwork and full spectrum of production can be independently sourced from the pool of quality WPM suppliers. All of a client's branding, whether it's print, promotional merchandise or apparel, can be coordinated and managed by WPM.

Time saved means the client is free to get on with doing what they do best.



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The solution.

The system.



■ **Integration is the key**

The best product launches or promotions are successful because everything comes together smoothly, on time, and has the same clear message.

This can include design, print management, promotional products, mail-outs, and precise supply of material where and when it's needed.

WPM, through its sophisticated and up-to-the-minute computerized systems, is able to coordinate the production and distribution of material at a substantial saving to the client in time and money.

■ **Graphic and Product Design**

Sometimes a client needs a simple brochure or one-page mailing piece; or it could be a portable display stand, a new logo or a 48-page catalogue. WPM can put together the design team to make sure that it looks like quality, is quality, and that the image of the client is enhanced.

Knowledge and experience means that the best solution can be found faster and still meet the client's high expectations.

■ **Brand Management**

Brand management means consistency. WPM endeavours to protect the client's brand by making sure that all communication has the correct look. That colours, fonts and design elements do not vary and that quality is maintained, whether they are printed products, electronic messages or promotional items.

All these things contribute to the company's brand, and the message should always be the same.

■ **Online Approvals**

The speed of email means that every step of the job can be checked and approved as it happens. WPM can deliver electronic proofs online and track all amendments.

Deadlines can be met and decisions made quickly. Hard copy proofs can also be supplied when required.



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■ **Forms Design**

Many companies and government departments rely on forms when dealing with the public. A lot of these forms fail because they are poorly designed. It can be time consuming when errors have to be corrected again and again.

WPM is skilled in designing forms so that they have logical flow and communicate simply.

■ **WPM provides a back-up**

All of a client's artwork including images, photos, logos and forms are filed and securely backed up on WPM's server. These are protected by password access, which eliminates the risk of outdated versions finding their way to print.

■ **Pre-approved templates for fast turnaround.**

Clients can update and order their own business cards, letterheads and with-compliments slips, etc., by changing names and contact details online.

The guidelines enable them to make changes on screen, approve the result and place the order 24/7. No holdups, the brand is fully protected and inventories are adjusted automatically.

Accurate, on-time management of your inventory.

WPM's logistics system ensures that correct quantities of stock are bought at the right price and the right time and delivered to the right location.

The benefits to the client include not having to keep large holdings of stock, avoiding write-offs of outdated material, and absolute control of orders and expenditure. The savings can be substantial in a very short time.

■ **Pre-press**

WPM's sophisticated systems ensure that files are print-ready and detailed proofs are available for client approval.

This protects the quality of the finished product.

■ **Going offshore**

Sometimes, using a resource from certain low-cost countries in Asia can make important savings. It depends on the job, but WPM only uses accredited suppliers, and pre-production samples are always provided and quality guaranteed.



■ A choice of suppliers

Whatever the size of the job, WPM has access to a network that covers Australia, Asia, Europe and America. Clients know they are always getting the safest products and the best price.

■ Online Catalogue

Clients can click onto their personal catalogue, scroll through until they see a picture of the item they seek and requisition online.

The stock holding is adjusted immediately and the image ensures that they have selected the correct item. All items can then be tracked for delivery.

Online catalogues allow WPM clients access to a full suite of reporting. Merchandise catalogues, as well as client-requested catalogues can also be made available online.

■ Online Ordering

Spending limits can be set to work within cost centre budgets. Where orders require manager approval, a request is sent by email automatically. This puts the client in absolute control of expenditure.

■ Online Reporting

The advantage of being able to get reports at any time, 24 hours a day, 7 days a week, is that they are instantaneous and up to the second. Clients can get reports on orders opened, back orders, tracking of orders, orders pending approval, cost centre usage as well as ongoing inventory and more.

Branch Managers, CEOs and CFOs can confirm stock holdings of any product as well as its cost. They can determine, for example, how much stock will be sacrificed if or when a new campaign or logo is rolled out.

■ Reviews

Once the programme is in operation, WPM conducts regular reviews. These confirm the savings and agreed KPIs, as well as provide valuable feedback for future improvements in performance.

■ Warehousing

WPM can provide warehousing for all of its clients, freeing up valuable storage space and simplifying stock control and supply.

When the online requisition is made, the order is fulfilled and dispatched, and the recording and reporting carried out automatically. The system constantly monitors stock levels and the signal to re-order allows enough time to re-supply.

■ Managing your mailings

West Print Management can advise on size, weight and distribution to reduce mailing costs. WPM will work with the client's mail house, or if required, select a mail house and oversee the complete operation. Confidentiality is guaranteed.

■ Promotional Products

WPM has available a range of promotional material that can get your brand out into the market.

Uniforms, clothing and other apparel can be produced to any design and warehoused for the client until required. Online cataloguing and ordering makes it easy.

■ Being Green

WPM's goal is to minimise the impact on the environment without increasing the cost to clients.

This means selecting the right material, using like-minded suppliers, responsible production and distribution methods, and endeavouring to minimise the overall usage of products.

WPM will join with its clients to find solutions that produce better results favouring the environment and protecting the planet.

■ Managing Government Tenders

The national trend is for governments to use print management companies and several State Government agencies and departments already use WPM services to procure on their behalf.

How WPM is able to procure for government is unique, and for some years it has been making substantial savings in time and money for various departments.

If yours is a government instrumentality, and you would like to benefit from what the WPM system offers, the next step is relatively straightforward. WPM can prepare an agreement ready for approval by your department.

State Procurement Guidelines are scrupulously followed and WPM is able to offer support at every level.



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