

inkjet SUMMIT

Digital Print: Efficiency and Effectiveness

BROUGHT TO YOU BY

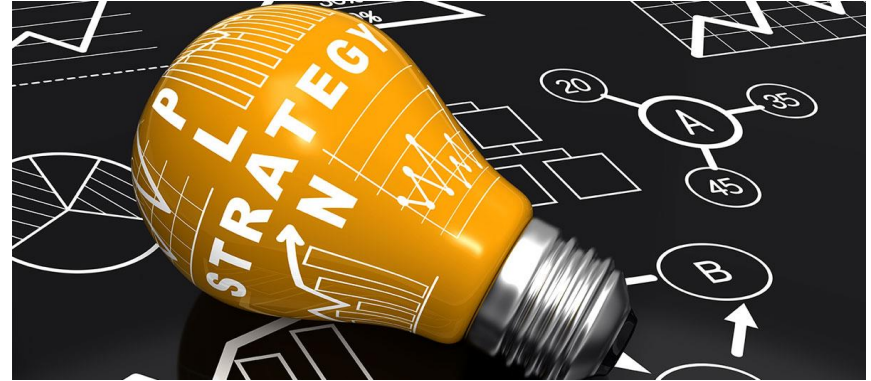
Printing Impressions In-plant Impressions

Changing Market Dynamics



The Digital Drive

- Magazines – shorter runs driving digital
- Direct mail – A resurgence
- Printed books – a revival due to digital fatigue and younger readers
- Printed photos – migrating from silver halide
- Packaging – based on consumer and customer demand for rapid time to market



Speakers



Barb Pellow
Manager
Pellow and
Partners



Darrin Wilen
President
The Wilen Group



Larry Soler
Director Core
Publishing
Solutions
Thomson Reuters

AGENCY.

DATA SERVICES
STRATEGY
CREATIVE
PRODUCTION
MANUFACTURING
MEASUREMENT
OPTIMIZATION
VARIABLE DATA PRINTING
INLINE FINISHING
LOGISTICS
REAL-TIME TRACKING

PRINTER.

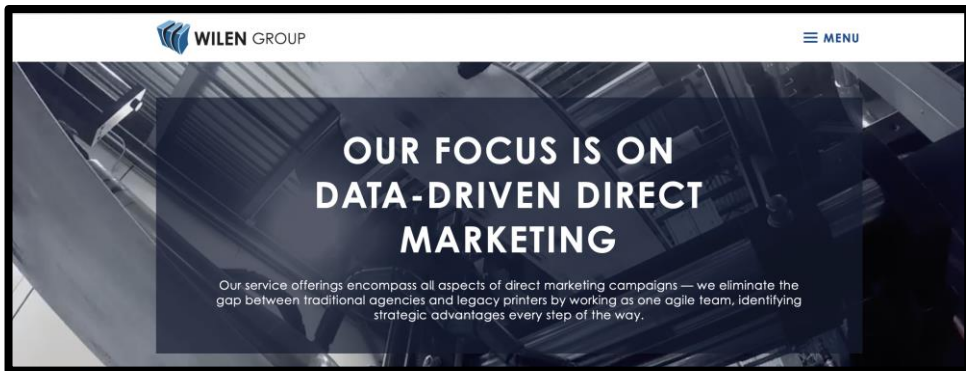


About Wilen

- Founded in 1971....more than 50 years serving clients
- Offer a full range of services from agency support through to fulfillment and mailing
- 450 employees
- Produce more than 1 billion direct mail pieces annually
- Three locations....Melville NY, Deerfield FI, Las Vegas NV



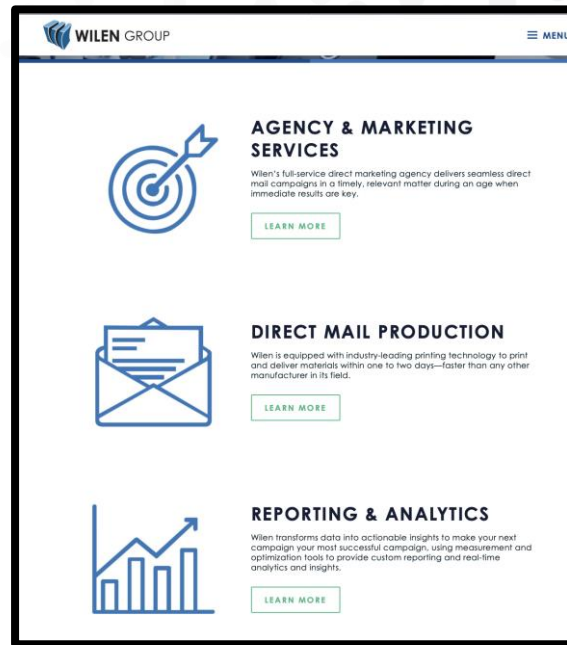
Services




WILEN GROUP MENU

OUR FOCUS IS ON DATA-DRIVEN DIRECT MARKETING

Our service offerings encompass all aspects of direct marketing campaigns — we eliminate the gap between traditional agencies and legacy printers by working as one agile team, identifying strategic advantages every step of the way.




WILEN GROUP MENU



AGENCY & MARKETING SERVICES

Wilen's full-service direct marketing agency delivers seamless direct mail campaigns in a timely, relevant matter during an age when immediate results are key.


[LEARN MORE](#)



DIRECT MAIL PRODUCTION

Wilen is equipped with industry-leading printing technology to print and deliver materials within one to two days—faster than any other manufacturer in its field.

[LEARN MORE](#)



REPORTING & ANALYTICS

Wilen transforms data into actionable insights to make your next campaign your most successful campaign, using measurement and optimization tools to provide custom reporting and real-time analytics and insights.

[LEARN MORE](#)

Market Dynamics

- Direct mail is making a comeback
 - Privacy issues with digital channels
 - Digital advertising is becoming more expensive
 - Omni-channel marketing is growing
 - Dealing with data is critical
 - Print runs are smaller and more targeted
 - Time to market and getting messaging in home is top of mind with marketers



Production Inkjet Delivers Value/Efficiency

- Ability to turn jobs/speed
- Reliability
- Relevance - every page and image variable
- Quality
- Last minute changes
- Elimination of pre-printed shells/inventory
- Labor savings
- Reduction in waste



Recommendations for Peers

Header Example

- Investing in technology is critical.....production inkjet as well as the infrastructure to efficiently use the technology
 - Required for more jobs and smaller jobs
- Companies are “swimming in data” and need help to use it effectively; success requires good data skills
- Offering Omni-channel solutions is key





The intelligence, technology and human expertise
you need to find trusted answers.



the answer company™
THOMSON REUTERS®

Core Publishing Solutions (CPS)

CPS is Thomson Reuters' 1.3M sq ft book manufacturing plant located 10 minutes from the Minneapolis/St Paul MN airport.

Context to our operation:

- CPS supports publishers in the professional, education, juvenile, faith, trade, and association spaces
- **A few stats:**
 - Just shy of 450 EE's (+25% since 2019)
 - ~ 400 pieces of equipment
 - Facility also provides large scale Subscription, Warehouse and fulfillment services
 - 3M subscription/330K new order deliveries
 - 87K unique materials in the warehouse

Flexible, scalable solutions for publishers



Core Publishing Solutions

Core Printing and Binding

Print: ~16B pages last year

- Multiple workflows (offset, inkjet, long and short runs)
 - 6 Offset webs w/ ZMR
 - 3 Inkjet web
 - 5 Inkjet/Toner cutsheet

Bind: ~27M books last year

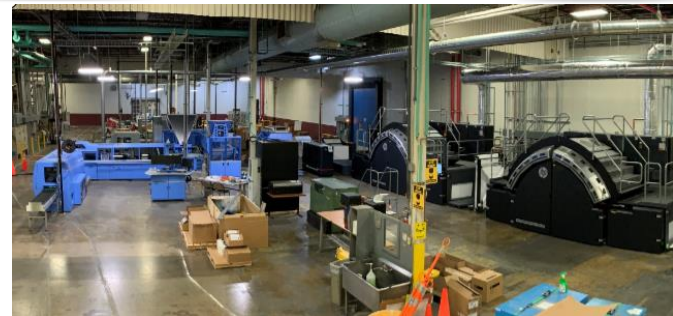
- Hardcover, Softcover, Loose-leaf and Newsletters Products
 - One shot and two shot perfect and burst offerings
 - PUR
 - Smyth sew
 - Side stitch
 - Drill and Shrink



~ % Production Pages 2021



~ % Production Orders in 2021



Market Dynamics

- The book market has grown and changed
- Younger readers
- More back list sales
- Larger runs staying in North America (Based on shipping delays overseas)
- Increases in self published books
- Alleviation of quality concerns related to inkjet (and publishers are in a hurry to get books out)



Inkjet: Helping Meet Demand

- Turn small runs quickly
- Helped deal with labor shortages
- Ease of training an inkjet operator versus a press operator
- Reductions in waste
- Support for plant automation with bar codes to streamline operations



The Future

- Book sales remain strong
- More digitally printed books
- Projections are positive
- But as I told Barb....my crystal ball is cracked



Recommendations for Peers

- People – the heartblood
- Networking
- Relationships
- Partnerships
- Automation



In Summary

- The pandemic brought change
- It gave us time to evaluate strategies and investments
- It was either a threat or an opportunity
- Opportunities emerged across all segments of the market
- Inkjet is driving volume; Automation is making it efficient



inkjet | 10th
SUMMIT ANNIVERSARY

BROUGHT TO YOU BY

Printing Impressions In-plant Impressions