

DMAW Production Process: Printing

April 27, 2023



Conventional & Variable Printing, Workflows, and 2023 Challenges

Joel F. Kaufman

If you don't have a fear of asking????





Really?

Any Questions?

OK.....

Conventional Sheetfed Printing



Conventional Sheetfed Printing

- Cut size paper sheet fed through a printing press
- Sheetfed presses can actually be roll-fed as well
- High quality, small to medium size runs
- Presses can print one or possibly two sides at a time
- Can inline aqueous coat
- Most prevalent type of printing press

Conventional Web Printing



Conventional Web Printing

- Roll or web of paper fed through printing press
- Heatset: high quality, Cold web: good quality
- Produce sheets, folded signatures, inline finishing or continuous/roll to roll or fan-folded forms
- Extensive inline/offline capabilities are available
- Presses can print two sides at at time
- Not as prevalent as sheetfed presses

Digital Cutsheet Printing



Digital Cutsheet Printing

- Cut sheet paper fed through a digital printing press
- Can produce variable content and static printing at the same time
- High quality, small to medium size runs
- Presses can print one or two sides at a time
- Most prevalent type of digital printing press
- Toner based and inkjet based
- Size ranges between different digital press manufacturers
- Can be higher quality than conventional sheetfed in many cases

Digital Web Printing



Digital Web Printing

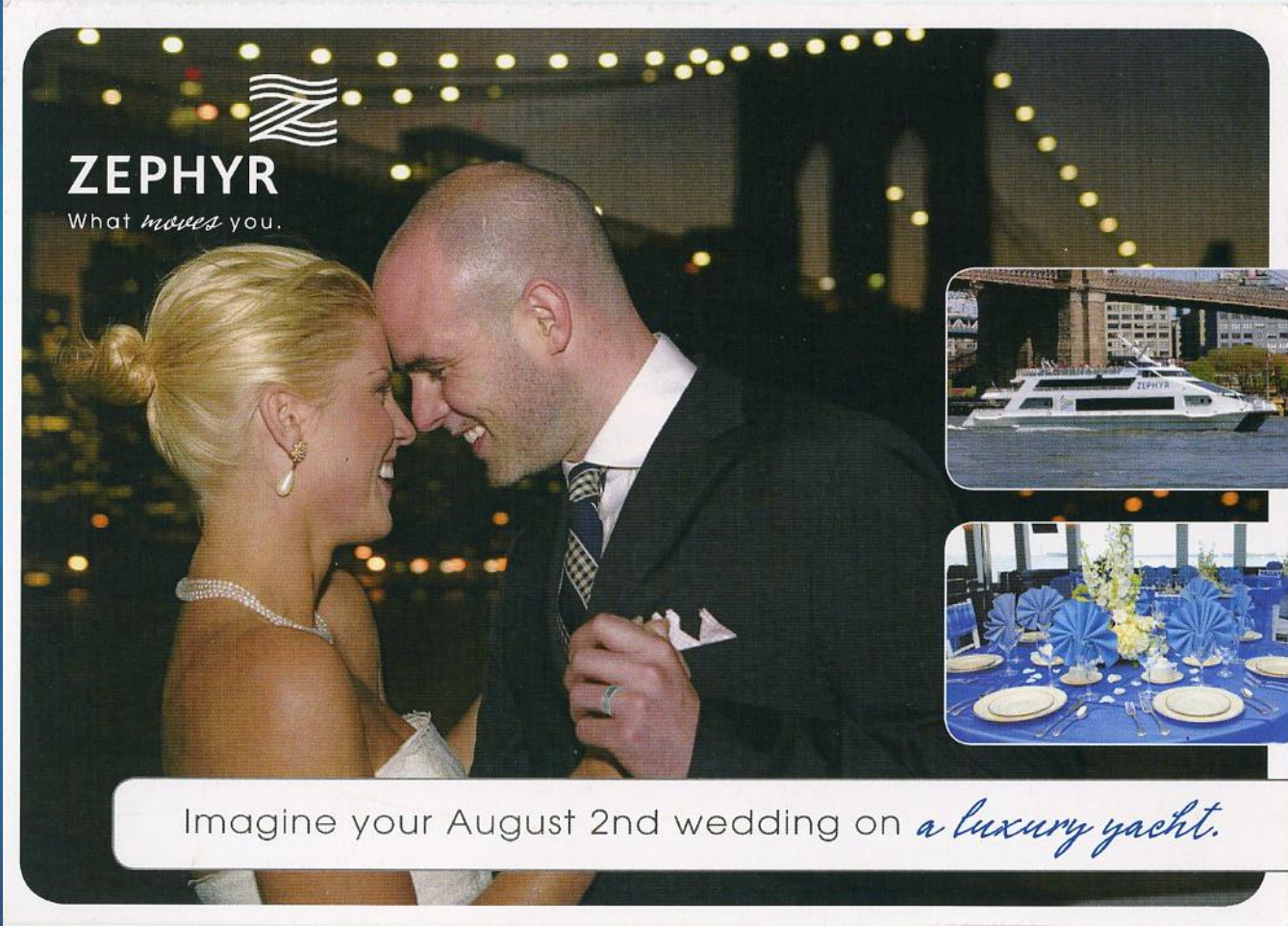
- Can produce variable content and static printing at the same time
- Web or rolls of paper fed through a digital web printing press
- Good quality, medium to large size runs
- Presses print two sides at a time
- There are not many digital web press installations (very expensive)
- Inkjet based technology
- Size ranges between different digital press manufacturers
- Roll to roll and/or some inline finishing available

Digital Envelope Printing

- Stocked envelopes are fed through a digital envelope printer
- If stocked envelopes are available, much quicker than converting
- Can produce variable content and static printing at the same time
- Can bleed off of all edges for most envelope sizes
- Can print right over flaps and seams on envelope backside
- Inkjet based technology
- Decent quality, small to medium size runs

Relevant data can make a REAL impact

- Started with basic address block
- Wedding date
- Magazine wedding register

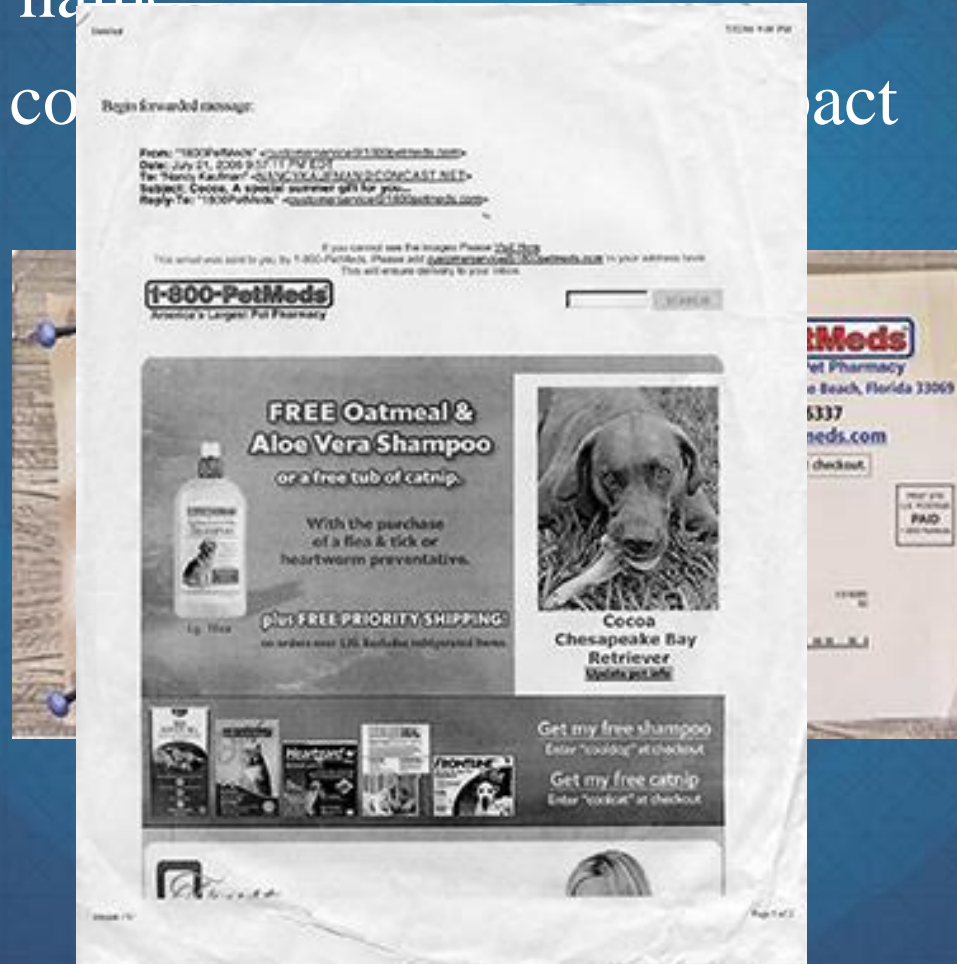


The advertisement features a central image of a smiling couple in formal wedding attire embracing. In the top left corner, the ZEPHYR logo is displayed with the tagline "What moves you." To the right of the main image are two smaller inset photos: the top one shows a white yacht named "ZEPHYR" on the water, and the bottom one shows a dining table set with blue linens and white plates. At the bottom of the advertisement, a white banner contains the text: "Imagine your August 2nd wedding on *a luxury yacht.*"

Relevant data can make a REAL impact

- Started with basic address block
- Dog breed and dog name
- Utilized secondary co

act



Relevant data can make a REAL impact

- Started with basic address block
- Race stats data
- Utilized recipient content to elevate data impact

NICHOLAS

Your 2010 Army Ten-Miler Stats:

Net time: 1:14:46

Pace per mile: 7:29

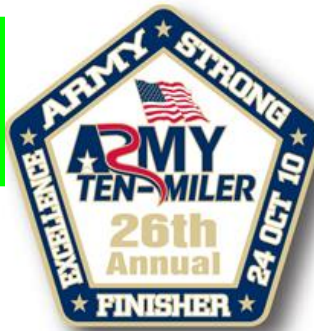
Gun time: 1:15:23

You Placed:

2023 of 21743 Total

67 of 228 M15-19

1758 of 12125 Men



Army Ten-Miler
103 Third Avenue SW
Bldg. 45
Washington, DC 20319
www.armytenmiler.com

PRSTD STD
U.S. POSTAGE
PAID
PERMIT No. 4205
SOUTHERN, MD

2*1*****3-DIGIT 206 **

NICHOLAS CUTTER
11339 WILDMEADOWS ST
WALDORF, MD 20601



Join us October 9, 2011 for the 27th annual ATM

Race proceeds benefit Soldier and Soldier family MWR programs.

Simple text and images

Master Page

Variable
Picture 1

At Home Town Bank we have plans that will help you plan for your future through a program of regular deposits. You set the pace. You set your future.

Only you can see your future

Variable 1

We Have Savings Plans to Meet Your Needs

Database

Given	MI	Family	Age	Mstatus	Gender	Address 1	Address 2	City	State	Cou
Brian	P	Groene	42	M	M	234 North	Apt. 23	Canton	CA	USA
David	P	Farquar	24	M	M	875 Nation	Bank Place	Norcross	NY	USA
Rachel	N	Nelson	56	W	F	78 Shore	Beach Frnt	Miami	LA	USA
Donald	Y	Burns	35	M	M	667 Seventh	Tower Hill	NY	NY	USA

Rules

Rule for Picture 1
 If «Age» is >21,<34, then «Image 1»
 If «Age» is >34,<53, then «Image 2»
 If «Age» is >53,<64, then «Image 3»

Rule for Text Block 1
 If «Age» is >21,<34, "It's never too early to start planning"
 If «Age» is >34,<53, "Plan now for the things you want"
 If «Age» is >53,<64, "Special savings for that Special Trip"

Image 1



Image 2



Image 3



Final Output

At Home Town Bank we have plans that will help you plan for your future through a program of regular deposits. You set the pace. You set your future.

Only you can see your future

Plan now for the things you want

We Have Savings Plans to Meet Your Needs

Mr. & Mrs. Brian Groene
234 North
Canton, NJ 13256

At Home Town Bank we have plans that will help you plan for your future through a program of regular deposits. You set the pace. You set your future.

Only you can see your future

It's never too early to start planning

We Have Savings Plans to Meet Your Needs

Mr & Mrs David Farquar
875 Nation
Charlotte, MI 48740

At Home Town Bank we have plans that will help you plan for your future through a program of regular deposits. You set the pace. You set your future.

Only you can see your future

Special savings for that Special Trip

we have Savings Plans to Meet Your Needs

Mr & Mrs. Donald Burns
667 Seventh Ave
St. Louisa, CA 97634

Types of variable content printing

- Variable copy
- Variable graphics and versioning
- Variable photographs/images
- Variable content within photographs

Variable Copy

- Simple text changes from record to record
- Text can be within other graphics and/or photographs
- Font driven graphics such as postal barcodes, scannable barcodes and UPC codes
- Virtually no limit on the number of fields you can pull from

NICHOLAS
Your 2010 Army Ten-Miler Stats:
Net time:
Pace per mile:
Gun time:
You Place
2023 of 21
67 of 228
1758 of 12

Join us Oct
 Race proceed

Flintstones™ and ONE-A-DAY® Kids Multivitamins, in addition to a healthy diet, ensure that children will get the key nutrients they need to help them grow up strong and healthy.

- **SUPPORTS HEALTHY BRAIN FUNCTION*** with Choline, a nutrient found in nature in breast milk and cauliflower
- **HELPS BUILD STRONG BONES AND TEETH*** with Calcium and Vitamin D
- **SUPPORTS THE IMMUNE SYSTEM*** with Vitamin C, Beta-Carotene and Vitamin E

ALSO TRY

MANUFACTURER'S COUPON | EXPIRES 2/28/07

SAVE \$1.00

On any Flintstones™ or ONE-A-DAY® Kids Multivitamin Product

THE FLINTSTONES: Hanna-Barbera, (s06) 726746

SCOOBY-DOO: Hanna-Barbera, (s06) 1650046076

BUGS BUNNY: Warner Bros., (s06) 81010726740207

<p>FREE ROOM MON-THU</p> <p>MON-THU: SLOT1 Player ID: 9178554 Valid 6/28/10 to 7/1/10 Valid one (1) night only</p> <p>Present coupon and photo ID at check-in Cannot be combined with other discounts. See inside for details. HC</p>	<p>FREE ROOM MON-SUN</p> <p>SUN-THU: SLOT1 FRI-SAT: SLOT1 Player ID: 9178554 Valid 7/5/10 to 7/18/10 Valid one (1) night only</p> <p>Present coupon and photo ID at check-in Cannot be combined with other discounts. See inside for details. HC</p>
<p>FREE ROOM MON-SUN</p> <p>SUN-THU: SLOT1 FRI-SAT: SLOT1 Player ID: 9178554 Valid 7/19/10 to 8/1/10 Valid one (1) night only</p> <p>Present coupon and photo ID at check-in Cannot be combined with other discounts. See inside for details. HC</p>	<p>FREE ROOM MON-SUN</p> <p>SUN-THU: SLOT1 FRI-SAT: SLOT1 Player ID: 9178554 Valid 8/2/10 to 8/15/10 Valid one (1) night only</p> <p>Present coupon and photo ID at check-in Cannot be combined with other discounts. See inside for details. HC</p>
<p>FREE ROOM MON-SUN</p> <p>Sharen Kinney SUN-THU: SLOT1 FRI-SAT: SLOT1 Player ID: 9178554 Valid 8/16/10 to 8/29/10 Valid one (1) night only</p> <p>Present coupon and photo ID at check-in Cannot be combined with other discounts. See inside for details. HC</p>	<p>\$5.00 DINING CREDIT</p> <p>Sharen Kinney Player ID: 9178554 Valid at any food outlet</p> <p>Valid 6/28/10 to 7/11/10 MICROS: DM1 See inside for details. FC</p>
<p>\$5.00 DINING CREDIT</p> <p>Sharen Kinney Player ID: 9178554 Valid at any food outlet</p> <p>Valid 7/12/10 to 7/25/10 MICROS: DM1 See inside for details. FC</p>	<p>\$5.00 DINING CREDIT</p> <p>Sharen Kinney Player ID: 9178554 Valid at any food outlet</p> <p>Valid 7/26/10 to 8/8/10 MICROS: DM1 See inside for details. FC</p>
<p>\$5.00 DINING CREDIT</p> <p>Sharen Kinney Player ID: 9178554 Valid at any food outlet</p> <p>Valid 8/9/10 to 8/22/10 MICROS: DM1 See inside for details. FC</p>	<p>\$5.00 DINING CREDIT</p> <p>Sharen Kinney Player ID: 9178554 Valid at any food outlet</p> <p>Valid 8/23/10 to 8/29/10 MICROS: DM1 See inside for details. FC</p>

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. (s06)

THE FLINTSTONES, SCOOBY-DOO and all related characters and elements are trademarks of and © Hanna-Barbera. (s06)

BUGS BUNNY and all related characters and elements are trademarks of and © Warner Bros. (s06)

06KALNS

Variable photographs/images

- Ideal for large volume of unique images
- Personalized QR codes
- Virtually no limit on the number of images



NI
You
Net
Pac
Gun
You
202
67
175
Jo
Rac

OFF-CAMPUS
OCMP
MEAL PLAN

JoelSYR, just because you're a college student doesn't mean you have to eat like one!

Every day, students in Syracuse use this card to enjoy the best choice, value and convenience in off-campus dining!

What is OCMP?
The service leader since 1994
OCMP has been meeting the needs of college students and their parents by providing the freedom, value and quality of off-campus dining with the convenience of a cashless system.

How does OCMP work?
It all starts with the card
Upon choosing a meal plan, a personalized OCMP card is issued to the student. From this point on, the card can be used at all of the OCMP affiliated restaurants.

The card is scanned by the restaurant and the value of the meal is deducted from the total number of meals on the account. It's that simple! A secure PIN number ensures that lost or stolen card cannot be used.

Convenience and security
The name of the student, the name of the restaurant, and the number of meals used are automatically logged into our central computer system. A receipt is printed displaying a record of the transaction and the student's remaining account balance. All students must sign the receipts. For your convenience and security, OCMP's customer service center is open 24/7 to assist you.

What's the benefit for students?
Freedom of choice and convenience
Students can choose from the large (and growing!) number of OCMP participating restaurants. Not being tied to on-campus dining means students can eat what they want, when they want to, and where. Delivery is available to the dorm, apartment, library or wherever, and no worries about having money to eat.

"With my OCMP account I can eat with my friends at my favorite restaurants around campus with my parent's approval. No more hurried meals, or rushing to a class far away from the dining hall!"
T. Ellis, OCMP Student Member

What's the benefit to parents?
Value and peace of mind
Parents know that money allocated for food will be spent only on food. OCMP is an excellent budgeting tool too; our meal plans allow you to plan for the entire semester. Helpful automated reminders from OCMP inform you when the balance gets low, and meals can be added and made available immediately.



"Sure my daughter has a debit card and credit card, but when OCMP came out with an off-campus account I instantly preferred this. I know the money I am giving her for food goes only for food. I can keep track of all the transactions on-line, and I get an e-mail when she gets low on meals so I can add more when she needs them. I love it!"
D. Gray, OCMP Member Parent

What's involved in signing up with OCMP?
Apply online and start enjoying all the advantages.
The application process is quick and easy. Payment can be made by check, Visa, MasterCard or Discover. Remember, OCMP can customize any plan to supplement your college or university mandatory meal plan requirements.

Available meal plans in Syracuse

21 Meal Plan	\$2175.44 incl tax
214 MEALS	21 Meals / week per semester
19 Meal Plan	\$1971.69 incl tax
246 MEALS	18 Meals / week per semester
14 Meal Plan	\$1462.27 incl tax
196 MEALS	14 Meals / week per semester
10 Meal Plan	\$1054.72 incl tax
140 MEALS	10 Meals / week per semester
7 Meal Plan	\$749.07 incl tax
98 MEALS	7 Meals / week per semester
5 Meal Plan	\$545.30 incl tax
70 MEALS	5 Meals / week per semester
Supplemental Plan	\$290.59 incl tax
35 MEALS	2-3 Meals / week per semester

For more information or to become a member, visit www.JoelSYRKaufman.myOCMP.com



888-211-6267

Variable graphics and versioning

- Text, graphics and photographs can change from record to record
- Design can totally change between versions (same stock and size only)
- Data work and postal considerations
- Virtually no limit to the numbers of layers



WILLIAM & MASON
SCHOOL of BUSINESS
HOMECOMING 2009

Segment #1
12500

Segment #2
8700

Segment #3
450

Segment #4
3750

Segment #5
195

Consolidated List
25095

www.FranEngoron.wmMasonHC2009.info



BITE INTO BOLD NEW FLAVORS

A Royal Caribbean cruise adventure is the ideal place to take your taste buds on a world tour unlike any other. Indulge in la dolce vita at Chef Jamie Oliver's acclaimed eatery, Jaime's Italian. Take a flavor-filled journey to the exotic Far East at Izumi. Find your element among the elaborate entrees at Wonderland Imaginative Cuisine. Sink your teeth into hand-cut steaks seasoned and grilled to perfection at Chops Grille™. Featuring world-class complimentary dining plus classic and avant-garde specialty restaurants — when the options are this good, there's no such thing as too many.



Truffle Tagliatelle at Jaime's Italian



Scan the QR code to find the latest information on booking flexibility and health and safety.

FIND THE AMAZING DAY AND NIGHT

There's never a dull moment onboard the most innovative ships at sea. Thrilling days of plunging down the 10-story Ultimate Abyss dry slide, ascending 300 feet high inside the North Star capsule or catching a wave on the FlowRider® surf simulator are followed by nights of Tony Award® winning Broadway musicals, gravity-defying diving shows and live concerts. Of course, day or night, you can always choose to relax and rejuvenate with a spa treatment at the Vitality™ Spa or lounge at one of many pools. The choice is always yours.



FlowRider®

TRAVEL BETTER WITH YOUR TRAVEL EXPERT

We're here to ensure your vacation exceeds all expectations.



SET SAIL FROM AFAR OR CLOSE TO HOME

Adventure of the Seas®

4 NIGHT CANADA

5 NIGHT BERMUDA

9 NIGHT EASTERN CARIBBEAN & BERMUDA

9 NIGHT CANADA & NEW ENGLAND

Sailing from Cape Liberty, New Jersey (New York Metro)

Enchantment of the Seas®

5/6 NIGHT BERMUDA

7/8 NIGHT SOUTHEAST COAST & PERFECT DAY

Sailing from Baltimore, Maryland

Anthem of the Seas®

7 NIGHT BAHAMAS & PERFECT DAY

Sailing from Cape Liberty, New Jersey (New York Metro)

Oasis of the Seas®

7 NIGHT BAHAMAS & PERFECT DAY

Sailing from Cape Liberty, New Jersey (New York Metro)

Odyssey of the Seas™

6-9 NIGHT GREEK ISLES

Sailing from Rome (Civitavecchia), Italy

Wonder of the Seas™

7 NIGHT WESTERN MEDITERRANEAN

Sailing from Rome, Italy or Barcelona, Spain

Have a Future Cruise Credit? We'll do all the work for you to turn it into your next cruise adventure. Contact us today.

30% Off Every Guest offer must be booked between 2/1-2/28/22 ("Offer Period"). 30% Off Every Guest offer applies to select sailings departing on or after 3/1/22. 30% Off Every Guest provides 30% savings off cruise fare for all guests in the stateroom. Savings will be applied to cruise fare at checkout. 2022 Kicker applies to new bookings made between 2/1-2/28/22. 2022 Kicker provides instant savings of up to \$30 USD per stateroom on select sailings departing between 3/1-12/31/22. Savings amount determined by category booked and sailing length. Crown and Anchor (CA) Bonus applies to new bookings made between 2/1-2/28/22 to Gold, Platinum, Emerald, Diamond, Diamond Plus, and Pinnacle Crown & Anchor Society members. CAS Bonus provides up to \$50 USD to spend at sea ("Onboard Credit" or "OBC") per stateroom on select sailings departing on or after 3/1/22. OBC amount is determined by sailing length. Future Cruise Credit ("FCC") Kicker applies to new bookings made between 2/1-2/28/22 with a valid FCC applied during the booking window. FCC Kicker provides an onboard credit amount of \$300 USD to spend at sea ("Onboard Credit" or "OBC"), on the subsequent booking, per stateroom on sailings departing between 3/1-12/31/22. Visit <https://royalcaribbean.com/2022-cs> for full offer details. Offer open to residents of US, Canada, Puerto Rico and select countries in the Caribbean. Prices and offers are subject to availability and change without notice, capacity constraints, and may be withdrawn at any time. Royal Caribbean International reserves the right to correct any errors, inaccuracies or omissions and to change or update fares, fees and surcharges at any time without prior notice. ©2022 Royal Caribbean Cruises Ltd. Ship registry: Bahamas.

BITE INTO BOLD NEW FLAVORS

A Royal Caribbean cruise adventure is the ideal place to take your taste buds on a world tour unlike any other. Indulge in la dolce vita at Chef Jamie Oliver's acclaimed eatery, Jaime's Italian. Take a flavor-filled journey to the exotic Far East at Izumi. Find your element in elaborate entrees at Wonderland Imagine. Sink your teeth into hand-cut steaks seared and grilled to perfection at Chops Grille™. Feast on class complimentary dining plus classic and a la carte specialty restaurants — when the options are this good, there's no such thing as too many.



mercer Dr
ariboro, MD 20743

We Deliver For You.

**SAIL FROM AFAR
CLOSE TO HOME**

Adventure of the Seas®
4 NIGHT CANADA
5 NIGHT BERMUDA
9 NIGHT EASTERN CARIBBEAN & BERMUDA
9 NIGHT CANADA & NEW ENGLAND
 Sailing from Cape Liberty, New Jersey (New York Metro)



We Deliver For You.

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5/6 NIGHT BERMUDA
SOUTHEAST COAST & PERFECT DAY
 Sailing from Baltimore, Maryland

Anthem of the Seas®
PERFECT DAY
IT BAHAMAS & PERFECT DAY
 Sailing from Cape Liberty, New Jersey (New York Metro)



We Deliver For You.

Oasis of the Seas®
5 NIGHT BAHAMAS & PERFECT DAY
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Odyssey of the Seas™
6-9 NIGHT GREEK ISLES
 Sailing from Rome (Civitavecchia), Italy

Wonder of the Seas™
10 NIGHT WESTERN MEDITERRANEAN
 Sailing from Rome, Italy or Barcelona, Spain

Travel Credit? We'll do all the work for you to turn your next cruise adventure. Contact us today.

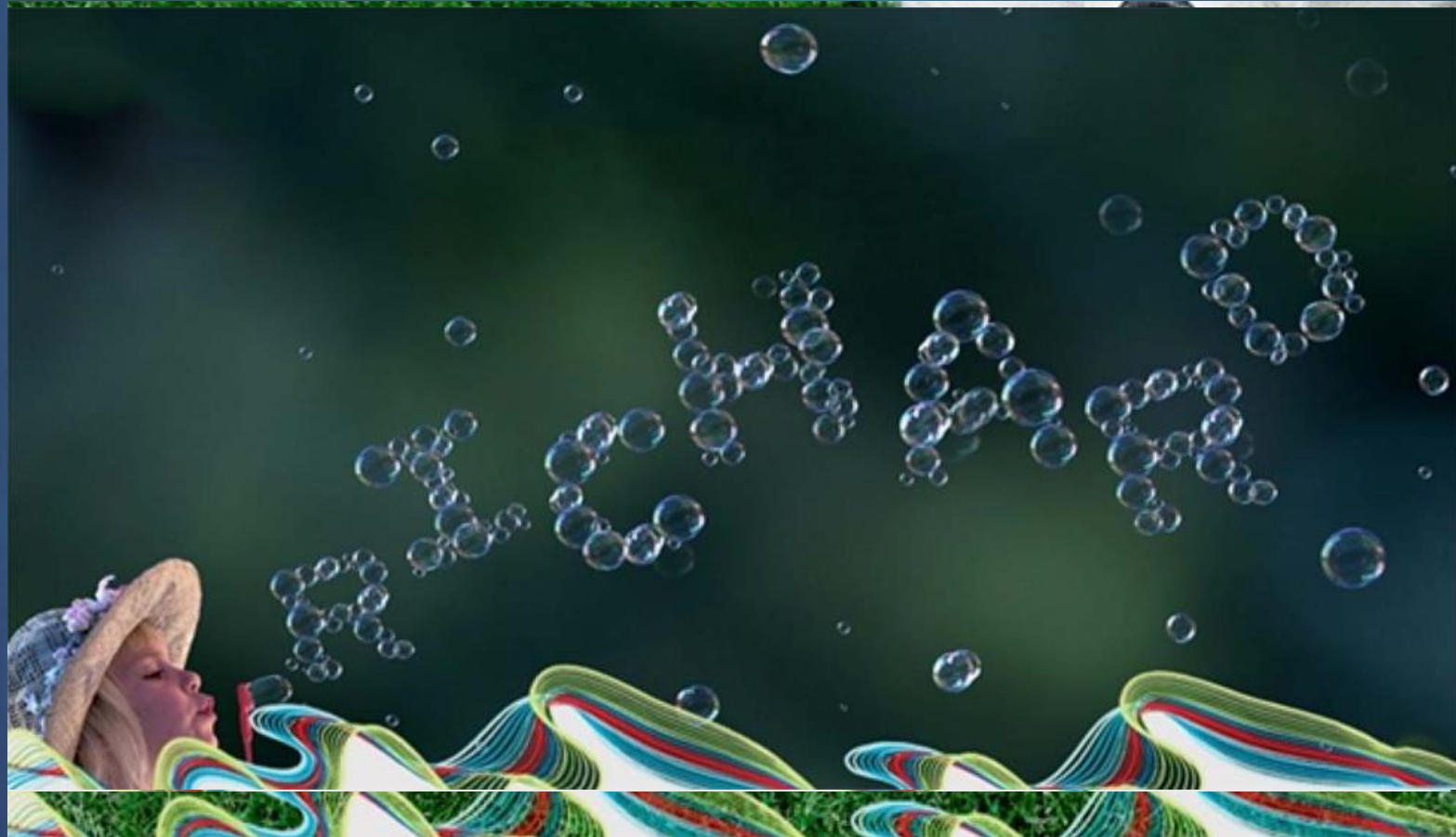


Scan the QR code to find out more on booking flexibility and new offers.

Offer valid between 2/5-2/26/22 ("Offer Period"). 30% Off Every Guest offer applies to select sailings departing on or after 2/5-2/26/22. Savings off cruise fare for all guests in the stateroom. Savings will be applied to cruise fare at checkout. 2022. Offer subject to availability and change without notice. Capacity controlled and may be withdrawn at any time. Royal Caribbean International reserves the right to correct any errors, inaccuracies or omissions and to change or update fares, fees and surcharges at any time without prior notice. ©2021 Royal Caribbean Cruises Ltd. Ships registry: Bahamas.

Variable content within photographs

- Allows for powerful visual differentiators
- Can use exiting fonts/graphics or create your own



Complex Digital Printing

Personalized Viewbook (part of a cross media campaign)

- Variable copy
- Variable versioning
- Variable photographs



ATHLETICS EXCEL-

BASKETBALL
The women's basketball team has been to the NCAA tournament six times and won the 1987 National Championship. The men's team has been four times.

WOMEN'S VOLLEYBALL
The women's volleyball team has reached the NCAA tournament a stunning 25 times since 1976.

FOOTBALL
The football team was the 1997 national runner-up and has qualified five times for the NCAA tournament.

UNH 28

UNIVERSITY TEAM CLUB SPORTS

Field Hockey (Women's)
Ice Hockey
Lacrosse (Men's)
Volleyball (Men's)
Wrestling

NCAA DIVISION II • NORTHEAST-10 CONFERENCE • 16 VARSITY ATHLETICS

MEN'S
Baseball
Basketball
Cross Country
Indoor Track
Football
Indoor Track
Outdoor Track & Field
Soccer

WOMEN'S
Basketball
Cross Country
Lacrosse
Indoor Track & Field
Soccer
Softball
Tennis
Volleyball

OFFICE OF UNDERGRADUATE ADMISSIONS
300 Boston Post Road
West Haven, Connecticut 06516

Sally Jones
10387 Main Street
Suite 300
Fairfax, VA 22030

HI, SALLY!

My name is Katie Fisher and I am here to help answer any questions you have about the University of New Haven. In this viewbook, created specifically for you, you will find information about the programs, clubs, and areas you indicated an interest in. I hope you find it helpful as you evaluate your options and make decisions about your future.

Don't forget that there is also a special digital version of this viewbook that you can access from any computer or mobile device, simply by going to your personal webpage.

www.SallyJones.GoUNH.com

You can also scan the QR code to the right in order to access the mobile version of your virtual Viewbook on your smartphone.

Your file contains more information about UNH, as well as specifics about my own personal experience as a student at the University of New Haven. I hope you take a look at this viewbook, or check our website, please feel free to contact me with any questions or to learn how to apply.

I look forward to hearing from you soon!

Katie Fisher
Admissions Counselor
kfisher@unh.edu
203-932-5223



Quality Oriented Digital Production Workflows

- High quality, variable copy, advance copies, quick turns
- Reverse quality issues because of minimal dot gain
- Reverse quality issues on very textured sheets
- No inli
- Color c
and tab

**Build Consumer
Confidence With CARFAX®**



Get the most from your CARFAX partnership.

vision

W®

Vol. 1, No. 3
April 2011

about the
side to fuel
performance
from results
big targets.

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is a clearly
and grow
the desired

everything
gets as the

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production
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ers, Dr. Levin
their teams

am

y on running headers

Different variable content imaging workflows

- Offline Inkjetting
- Inline Inkjetting
- Cut sheet laser
- Fanfolded laser
- Roll to roll laser
- Digital printing presses
- Digital envelope printers
- Digital web presses

Factors to determine your project workflow

- Quantity
- Turnaround/mail date
- Size of piece to be imaged
- Size of area to be imaged
- Stock constraints and availability
- Down stream production considerations
- Color of variable content
- Multiple matches with read/read or read/write

Welcome to



2023



Direct mail & print production



#&^@@\$%!!!!

**the art is ready to
go now!
What can I do?**

Plan B:

Print and Image
Digital websheet press



Plan C:

Print sheetfed shells
Cut sheet laser



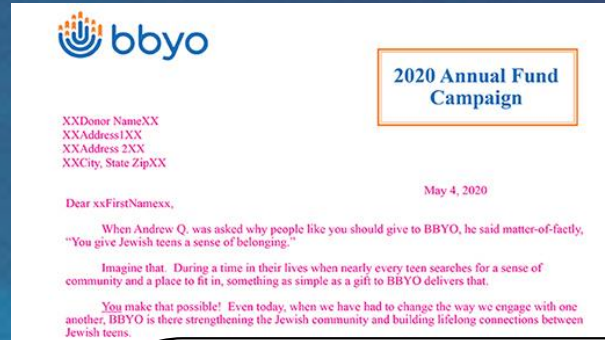
~~Rolls no longer available:~~

Stock get 2" rolls with order now

8.5 x 14, roll to roll shells

Offline image

2up, 18" rolls



Oh No!!!

12"

18"

was available when we quoted this!
What happened?

Plan B
750,000
Available
70# FSC
20-out v
24,090 s



!
O
e!
?



2021 Calendar

January							
M*	S	M	T	W	T	F	S
						1	2
1	3	4	5	6	7	8	9
2	10	11	12	13	14	15	16
3	17	18	19	20	21	22	23
4	24	25	26	27	28	29	30
5	31						

February							
M*	S	M	T	W	T	F	S
5		1	2	3	4	5	6
6	7	8	9	10	11	12	13
7	14	15	16	17	18	19	20
8	21	22	23	24	25	26	27
9	28						

April							
M*	S	M	T	W	T	F	S
13					1	2	3
14	4	5	6	7	8	9	10
15	11	12	13	14	15	16	17
16	18	19	20	21	22	23	24
17	25	26	27	28	29	30	

May							
M*	S	M	T	W	T	F	S
17							1
18	2	3	4	5	6	7	8
19	9	10	11	12	13	14	15
20	16	17	18	19	20	21	22
21	23	24	25	26	27	28	29
22	30	31					

June							
M*	S	M	T	W	T	F	S
22						2	3
23	6	7	8	9	10	11	12
24	13	14	15	16	17	18	19
25	20	21	22	23	24	25	26
26	27	28	29	30	31		

August							
M*	S	M	T	W	T	F	S
31	1	2	3	4	5	6	7
32	8	9	10	11	12	13	14
33	15	16	17	18	19	20	21
34	22	23	24	25	26	27	28
35	29	30	31				

September							
M*	S	M	T	W	T	F	S
35				1	2	3	4
36	5	6	7	8	9	10	11
37	12	13	14	15	16	17	18
38	19	20	21	22	23	24	25
39	26	27	28	29	30		

October							
M*	S	M	T	W	T	F	S
39						5	6
40	3	4	5	6	7	8	9
41	10	11	12	13	14	15	16
42	17	18	19	20	21	22	23
43	24	25	26	27	28	29	30
44	31						

December							
M*	S	M	T	W	T	F	S
48				1	2	3	4
49	5	6	7	8	9	10	11
50	12	13	14	15	16	17	18
51	19	20	21	22	23	24	25
52	26	27	28	29	30	31	



600,000 sheets ordered stock 7/20/22 Stock 8/9/22, 6% Stock 11/15/22, 5%
 Supposed to arrive mid to late September Stock 9/1/22, 7% Stock 12/6/22, 10%
 35% of the order arrived 11/18/22 25% increase Stock 10/4/22, 7%
 65% of the order arrived 12/13/22 35% increase

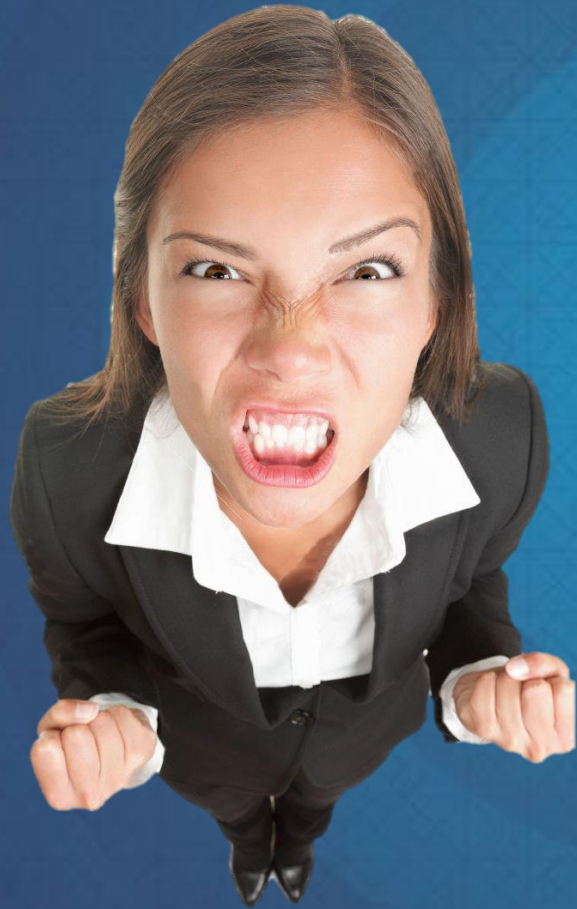
For Real?
What do I tell
my client?
What can I do now?



What can you do about this?

- There's nothing you can do about the paper increases and the long lead times
- Ask for mill letters to justify the cost increases to your clients
- Must be proactive and plan way ahead; 6 months on your projects and commit to the paper purchase even though the price could be a moving target
- Be flexible with paper alternatives that can be secured, even if this means changing the job specifications (stock, size or intended workflow)
- If your printer can't get the stock you need, check around with multiple suppliers who may have inventory of what you're looking for even when the mills and merchants do not

Don't stress out with managing your next package



Any Questions

