



Nimble Plan Accelerates WNBA Championship Book

Challenge

It was peak yearbook season and Jostens called on Taylor — one of their trusted outsourcing partners — for help. A commemorative book was needed to mark the championship season of the WNBA's New York Liberty and it had to be delivered *fast*. The Liberty's official ring ceremony was approaching and the books were a must-have item.

Solution

Taylor and Jostens aligned on a collaborative, parallel production strategy that compressed timelines and ensured the highest finish quality. While Jostens produced the book covers, Taylor went to work on everything else.

- Taylor applied its book printing and G7[®] certified color management expertise to produce the book interiors. Components were hand-collated and assembled into book blocks, Smyth sewn for durability, and capped with elaborate endsheets in preparation for binding.
- The finished book covers were shipped from Jostens to Taylor where they were matched with the pre-assembled interiors, bound, individually shrink-wrapped, and boxed for shipment.
- While tracking the outbound shipment to New York, Taylor noticed a potential delivery delay due to regional freight congestion. A proactive call to the shipping carrier resulted in a clever re-routing strategy that kept the delivery on schedule.

Results

The commemorative books arrived on time and were a key component of ring ceremony festivities.



PRODUCTION FLEXIBILITY

Taylor's ability to adjust production schedules on the fly made the unique collaboration possible.



END-TO-END SERVICE

Consolidating printing, binding, shrink wrapping and shipping in one partner accelerated turnaround.



HIGH-QUALITY FINISH

The print quality, vibrant color and luxurious binding details were worthy of the WNBA champions.