



## Global Biopharmaceutical Company Enjoys Significant Cost Savings

### Challenge

A leading pharmaceutical company was concerned that its traditional method of buying print from multiple printers across the country was resulting in unnecessarily high storage and freight costs. Completed print jobs were shipped from a warehouse on the East Coast for fulfillment to home-based sales reps nationwide. This meant extra shipping costs and delays on individual orders to most of the country.

The situation was further complicated by heavy regulation in the pharmaceutical industry. Every state has its own rules, which creates multiple versions of similar documents. That's why it was critical to ensure that documents were kept up to date and the correct versions sent to reps in particular districts and regions.

### Solution

A trusted partner to the company for more than 30 years, Taylor was asked to use its broad capabilities in traditional and digital print, direct mail, and fulfillment to resolve these issues. Taylor now produces the company's printed materials, representing more than 2,300 distinct SKUs. Jobs are stored at our production sites and then shipped out on demand using an online platform developed by Taylor.

This online inventory management and ordering platform was specially designed with pharma-specific rules and allows reps to order printed items for shipment to themselves, to physician offices, or to medical conventions and events. The platform

### Results

Taylor's PrintStack operating model for print, supported by custom technology, has delivered continual cost savings and process improvements.



#### DOCUMENTED SAVINGS

Cost of print, packaging, signage and fulfillment reduced by more than half in a 10-year span.



#### ORDERING PLATFORM

A specially engineered platform provides the data to refine order quantities and minimize waste.



#### CREATIVE TEAMWORK

Partnering with marketers and agencies to lower costs without sacrificing brand standards.



## Solution (cont'd)

is integrated with the pharma company's own internal systems and receives frequent feeds of the company's employee roster, as well as physician address files, in order to keep ship-to addresses up to date. More than 8,800 orders are processed each month, on average.

Using data from our custom-designed online platform, Taylor conducted a PrintStack™ Assessment of inventory volumes and shipping patterns that refined order quantities to minimize waste. Our PrintStack engineers have also been able to recommend more cost-efficient ways of producing jobs, such as:

- Printing items in lower quantities on digital presses to reduce inventory levels and minimize obsolescence due to regulatory changes
- Working with the company's creative agencies in advance to ensure that pieces they've designed can be produced efficiently
- Identifying when four-color process can be used in place of special color inks to achieve desired brand standards
- Working with the purchasing department to specify paper standards to gain consistency in branded materials at a targeted cost
- Providing design recommendations that help the company avoid over-engineering its print and packaging

By working collaboratively with the pharma company and its creative agencies, Taylor has been able to reduce their print spend by more than half over the past decade and continues to drive hard and soft savings on an annual basis. Savings range from a few thousand dollars on a print job to hundreds of thousands of dollars on more complex projects, amounting to more than \$500,000 annually. Taylor's exemplary customer service, broad capabilities and comprehensive refinement of the company's print model have solidified our position as a key partner.