

Providing Design & Print Solutions for 60 Years



**WE CAN** *REDUCE YOUR*  
**TOTAL PRINT COST...**



**...BY GREATER THAN 25%  
THIS YEAR!**

*KPW is proud to partner with these hotels.*



**CONRAD**  
DUBLIN



# Important Facts about KPW Print

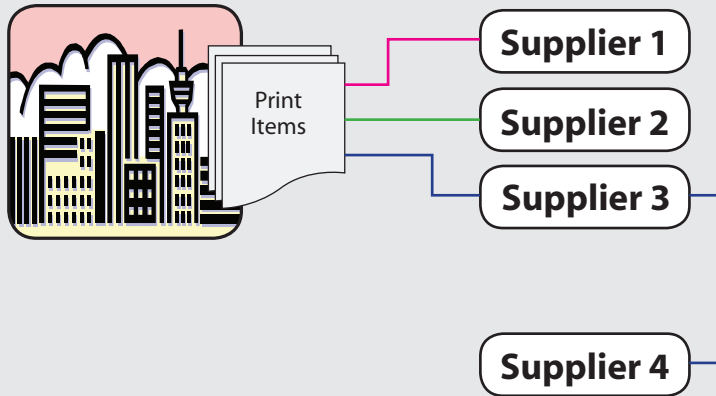
KPW Print was founded in 1949 and now has 28,000 sq. ft. of print production and warehousing capacity.

- We have extensive capabilities in design, typesetting, printing, finishing and stock management.
- We offer turnaround times as follows:
  - Print to Order with fast turnaround: 2-10 Days.
  - Print to stock and customers call off from stock: Next Day Delivery.
  - Digitally printed items: 24 hour turnaround.
- We operate our own transport vehicles and utilise a number of couriers to deliver product direct to customers.
- We notify customers when their items are due for re-order or call-off.
- We provide customers with Stock Reports and access to their finished goods through our on-line facility.
- We operate a computerised management information system (MIS) that integrates quotations, order receipt, design, planning, job control, finished goods, invoicing and despatch.



# Print Supply to Hotels - Two Approaches

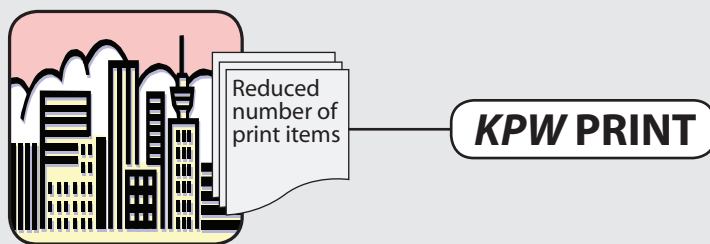
## 1. INEFFICIENT APPROACH



### Inefficient Approach:

1. Greater administration costs in dealing with multiple suppliers.
2. Greater risk of variation in print colour and product quality.
3. Higher total print cost – little scope for large print run savings (if dealing with multiple suppliers).
4. Greater risk of long turnaround times and poor on-time delivery performance.
5. Inefficiencies in dealing with separate Design & Print companies.

## 2. BEST PRACTICE APPROACH



### KPW Approach:

1. Redesign and consolidate print items.
2. Print items in large quantities, hold in stock and call off as required.
3. Identify alternative raw materials of comparable quality.
4. Select alternative printing and finishing production techniques.
5. Order and check finished goods on-line.
6. Establish tight control of your company's corporate brand, colour, logo etc.
7. Choose ONE supplier for DESIGN & PRINT.

*Having successfully implemented our approach, Irish Hotels have reduced their total Print Costs by greater than 25%*



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