

The Hidden Costs of Printing

THE COST OF PRINT IS MORE THAN JUST THE INK ON PAPER

The majority of people buying print are focused on the individual cost of the physical piece. This is absolutely the wrong focus. According to industry analyst Cap Ventures, every \$1 spent on print, \$8 - \$14 are spent on the buying process. The average price for a 2-sided, 4-color Sell Sheet printed on 60# offset paper is \$0.14 each (based on a 10,000 qty).

Your 14 cent Sell Sheet actually costs 43 cents!

Per sheet cost of Sell Sheet	\$0.14
“Maverick” buying adds 15 - 27%	\$0.03
Managing multiple vendors adds 10 - 15%	\$0.01
16% is wasted due to obsolescence of document	\$0.02
7 - 20% is printed incorrectly	\$0.02
Managing a typical print order has at least 10 steps to prepare and proof documents	\$0.05
A single purchase order generates \$75 - \$175 in internal administrative costs	\$0.01
Storing inventory adds 19%	\$0.03
Fulfillment of Sell Sheets adds 87%	\$0.12
Total Cost of Print	\$0.43

Sources: Cap Ventures, Aberdeen, NAPL/PIA, JC Bradford

To see how you can trim the total cost of print, be more efficient in your print document purchases, and spend more of your time growing your business, contact MultiPrint Solutions at: 214.630.8735 or info@multiprintsolutions.com or visit: www.multiprintsolutions.com for more information.