

A satisfying solution.

A provider of healthy eating promotional materials to schools across the country encourages participation in school meal programs. Their mission is to promote healthy eating, good nutrition, and physical fitness to kids and families.

The cost of production and distribution of these school menus is covered through sales of ad placement on the menus to companies that adhere to the provider's mission. A letter and one or more posters are packed into each school's shipment for display in the cafeteria. Over 3,500 schools receive customized menus that are printed monthly and shipped via UPS.

Specialty had been approached to print the posters while another vendor printed and imaged the menus in-line. The customer was having issues coordinating the work of two vendors. The second vendor was requiring a final paper order 21 days before press, which meant they had to cut off ad sales at that point. They were also packing the menu into mail trays and sorting them offline in much the same way they would for a ZIP code sort. After being placed in cartons along with the letter and posters, the carton was sealed and a UPS label was applied. This pack-out process was taking four days.

Specialty stepped in and offered a single source solution. With complete control, coordination of the project was greatly increased and innovations surfaced. Specialty was able to pre-print all of the UPS labels in tandem with the school menus. With labels prepared, Specialty collated and fulfilled all the orders into cartons right off the press. Four days of fulfillment time were eliminated.

Specialty's strong paper procurement alliances also enabled paper order dates of eight days before press, 13 days less lead time than the previous vendor. In total, Specialty reduced production time by 17 days. 17 days for our customer to sell more ad space. 17 days to be more relevant and responsive to the market.

a case study

