A Smarter Way to Print

Why You Are Paying Too Much for Printing & Shipping

SharedBook

SharedBook is among the largest providers of training materials in the world, and one of the largest print buyers in the United States.

We've reviewed tens of thousands of print orders covering millions of items. While the trend toward remote work has led organizations to deliver more materials digitally, printed workbooks and manuals remain core training resources.

In this guide, we explore what is different about Training organizations' needs and what they can do to deliver print materials more efficiently and at a lower cost.

Traditional Print Pricing Models Don't Match Your Requirements

Printing costs are traditionally based on the quantity of each print item you order. So your price per copy varies each time you order. While this can be attractive for standard items used in public courses and may fit buyers' needs in other departments, it is only advantageous if your forecast for each item is predictable, the content is static, you don't need quick turnaround, and you can order a large enough quantity at one time to achieve a low cost per copy.

That is not usually the case for Training organizations. Customizations for specific clients, updates to standard content, one-offs, rush orders, special requests, or edits constitute a new order. This leads to higher overall costs and per-copy costs which can vary considerably.

Training organizations typically order 25 or fewer copies of each item at a time for in-person instructor-led sessions and one copy to participants in multiple locations for virtual sessions. While there are 'soft' costs to consider regardless of quantity, the 'hard' costs of printing and shipping are an especially significant percentage of the total cost for Training organizations.

Source: The True Cost of Business Communications, InfoTrends

Number of Training Manuals

Different Solutions for Different Needs

The print-to-inventory model and the print-on-demand model are designed for different needs. Most print suppliers do one or the other well, and choosing the wrong model can be expensive.

Print-to-Inventory

The Print-to-Inventory model incents customers to place large orders to take advantage of quantity discounts and to limit the number of unique items they deliver to a few standard items. While this can help reduce the cost per copy for certain high-volume items, it may actually increase your overall costs and limits your flexibility to customize or update materials quickly.

Print-on-Demand

Training organizations often need to customize materials for specific sessions or clients, use a wide variety of printed items, and update content frequently. This aligns better with the Print-on-Demand model that allows for small-order quantities, quick turnaround, and flexible just-in-time printing.

Most Training organizations find it difficult to order in large enough quantities to achieve significant price breaks, except for a few high-volume standard items. They may come to rely on standard content even where customization would add value for participants. Unused inventory waste, unplanned reprints, rush charges, expedited shipping, delivery changes, and one-offs can add 25% or more to their expected costs. Compare Print-to-Inventory and Print-on-Demand costs for your actual order history across the entire mix of the content items you deliver.

Key Point

Training organizations often need to order in smaller batches to accommodate content customization and change needs.

Key Point

With some suppliers, hidden charges can add 25% or more to your overall costs. Be sure to compare suppliers using your complete order history.

The Traditional Printer Delivery Model Doesn't Fit

The delivery model is often a mismatch for the way Training organizations operate.

The Traditional Way

Most suppliers - even other Print-on-Demand vendors - print your materials in a single location, then ship the physical copies back to you. This model allows the vendor to increase the return on investment on their printing and binding equipment but often adds considerable cost and inefficiency for the buyer.
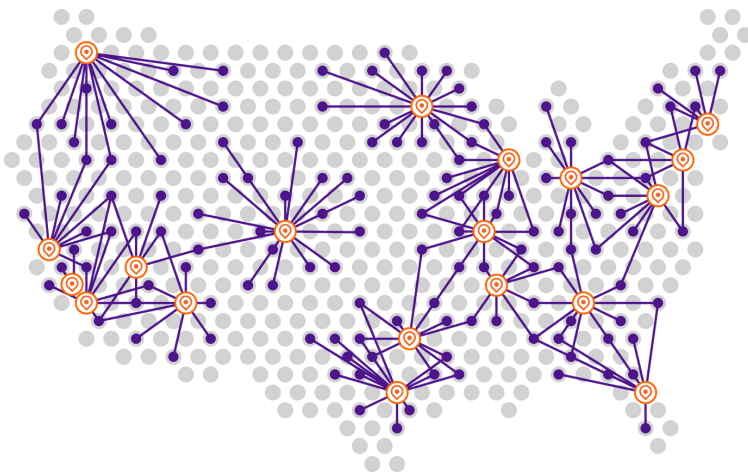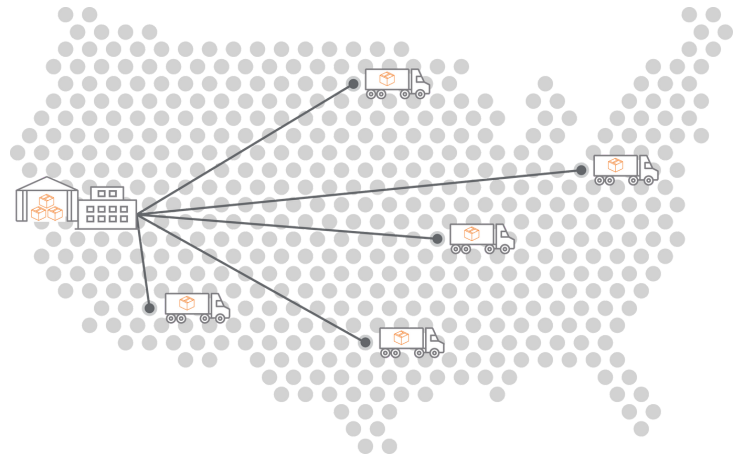
The New Way

We take a different approach. We distribute files digitally, then print your materials near where you need them. This reduces or eliminates shipping costs and gives you faster turnaround.

SharedBook is integrated with the FedEx Office nationwide commercial print network, with more than 2,100 locations and 17 high-capacity regional production facilities, using the same equipment and operating procedures. This allows us to transmit each order directly to the optimal location, where production begins right away. Participants receive consistently high-quality printed copies whether from high-volume print runs or a single copy, regardless of location.

With SharedBook, you can print where you train to streamline, simplify, and save.

Print+Plus - A Smarter Way to Print

Using SharedBook's Print+Plus is like joining a Print Buyers Collective. You automatically receive significant discounts on all of your printing needs based on our overall volume, not yours alone!

By default, every SharedBook customer is included in Print+Plus. Even if you only order printed copies occasionally, the price you pay for printing and shipping will be less than other suppliers can offer. And your print orders receive the sort of VIP treatment normally reserved for major national accounts.

If you purchase printed materials regularly you will find that Print+Plus is competitive or better on every paper and binding option, not just on those items you specifically negotiated. In fact, if you typically order in quantity to get a good price, you may find that SharedBook's price is less than your current supplier's even if you only order one copy at a time.

If you are a major print buyer or part of a larger entity, SharedBook's Print+Plus workflow can also be tailored to take advantage of any special prices included in existing major account agreements.

Utilizing an extensive nationwide network, you can print where you train for faster turnaround and greater control. Choose either quick delivery with little or no cost or free local pickup, even after hours or on weekends. And every item in SharedBook can be delivered securely as a digital eBook or as a printed copy (or both) from a single workflow.

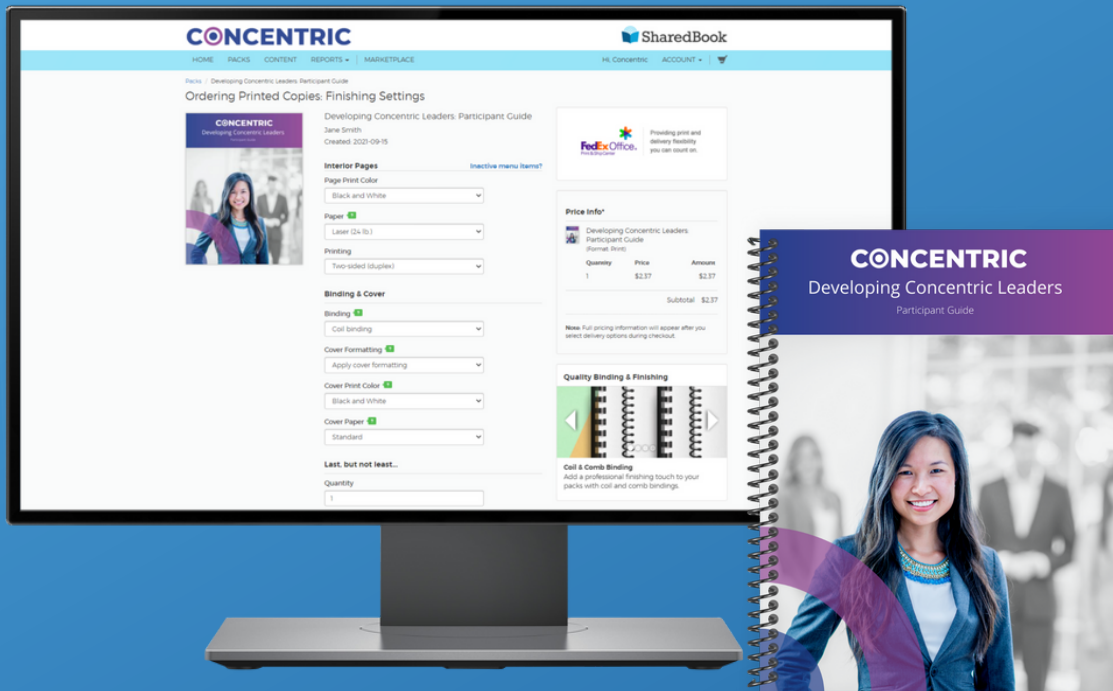**Guaranteed Low Per-Copy Cost**

Print Locally Where You Train

One Platform for Print & Digital

Guaranteed Low Print Rates

Using SharedBook's Print+Plus is like joining a Print Buyers Collective. You automatically receive lower prices for printing and shipping based on our overall volume, not yours alone! And there's no need to order more copies than you need because your low per-copy cost is guaranteed regardless of quantity.

✓ **Guaranteed low per-copy-cost, no matter your print volume**

✓ **Competitive or better prices on every option, not just a few items**

✓ **Use your own FedEx Office account pricing and FedEx shipping rates if you prefer**

Print Where You Train

Things have changed. Today, there are more remote workers, more virtual sessions, and more blended learning. As a result, the things you print probably changed in the last couple of years and may continue to change more frequently than they used to. They probably need to be distributed in smaller quantity but to more locations, and perhaps periodically instead of all at once at the start of a group session.

Your materials may also be shorter. A series of virtual sessions may require shorter workbook sections or new individual handouts. And these materials quite likely require updating and editing more often. The bottom line is that what you are printing is likely to be even more short runs, on-demand, and one-off titles with fewer standard books that make sense for you to buy hundreds or thousands of at one time.

Utilizing SharedBook's direct integration to the FedEx Office nationwide network with more than 2,100 print locations, you can print where you train. With a guaranteed low cost per copy, you have the freedom to print in smaller batches, get your finished materials faster, reduce or eliminate shipping costs, and customize materials more frequently to better meet the needs of the individuals you train.

✓ **Order only what you need and update materials when needed**

✓ **Print locally for free pickup or delivery from 2,100+ locations**

✓ **Your order goes directly into production for same or next day availability**

One Platform for Print & Digital

Any item in SharedBook can be delivered digitally or as a printed copy (or both) from the same platform. You only need to manage one version to deliver material in any mix of print, digital and mobile formats.
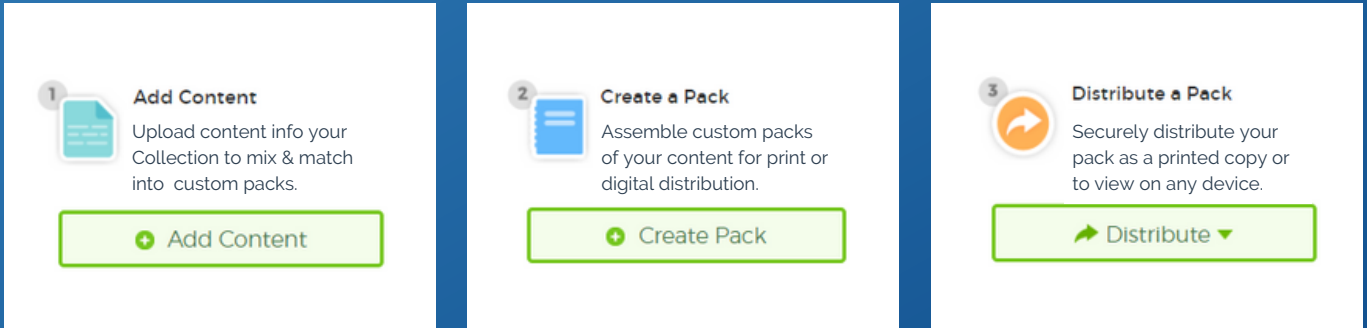
Print-ready materials can be delivered as secure mobile-ready eBooks through SharedBook without limiting any of your printing, binding, and finishing options. Materials in digital and mobile format remain available in print, even if they include online interactions or embedded videos.

And, any item can be distributed directly to participants at no charge or via your built-in private e-commerce storefront. You even have the option to allow digital recipients to purchase one print copy, one time, of the same item for their own use.

✓ **Only one version of your content to maintain**

✓ **Manage print, digital, and mobile from the same platform**

✓ **Multiple distribution options all in a single workflow**

Simple Workflow

Customizing and Distributing training materials with SharedBook is easy. Simply upload files or select materials from your online collection and directly distribute digital or printed copies.

1 Add Content
Upload content info your Collection to mix & match into custom packs.

➕ Add Content

2 Create a Pack
Assemble custom packs of your content for print or digital distribution.

➕ Create Pack

3 Distribute a Pack
Securely distribute your pack as a printed copy or to view on any device.

➦ Distribute ▾

Powerful Options

Whether you want to order cost-effective printed materials with quick turnaround times, distribute digital and mobile versions of your content, or make your material available for sale through your built-in private marketplace, SharedBook allows you to do it all from a single, easy-to-use platform.

Pick up print orders at over 2,100 convenient FedEx Office locations.

Guaranteed low-cost printing even on small quantity orders.

Go digital or grow digital without losing control of your intellectual property.

Satisfy demand for new formats without limiting print options.

Sell print, or digital, or both with a private e-commerce storefront.

Detailed usage reports, engagement analytics,,and online order tracking.

Try SharedBook Today

Whether you want to lower the cost of printing your training materials or add digital and mobile distribution options, getting started with SharedBook is easy. Here are a few options:

 If you would like to discuss how SharedBook Print+Plus can reduce your current printing cost, or if you would like a demo of the platform, book a time with us at **www.sharedbook.com/book-a-call**.

 You can also learn more about SharedBook at **www.sharedbook.com/sharedbook-overview-video**.

 Or, learn more about SharedBook's integration with FedEx Office at **info.sharedbook.com/fedex-office-integration-overview-download**.