



Griffin Press

# Murdoch Books



## CUSTOMER

Murdoch Books

## WEB

<http://www.murdochbooks.com.au>

## BACKGROUND

Murdoch Books is Australia’s seventh largest publisher - an independent publishing company with a leading market position in the Food, Gardening, Craft and History categories. Murdoch Books also publishes a diverse narrative range under its rapidly growing Pier 9 list – an eclectic mix of fiction from around the world, memoirs, biographies, popular history and strong human interest stories.

Griffin Press, a business of PMP Limited, has been providing book printing services to Murdoch Books since 2009.

## THE CHALLENGE

Murdoch Books has traditionally produced beautifully illustrated high end cooking, gardening and pictorial books printed offshore. With the expansion of the Murdoch Books list to include its Australian Pier 9 imprint, Murdoch Books wanted to achieve greater speed to market by printing this list onshore. Murdoch Books was looking for a local printing partner that was environmentally accredited, and that could assist it to achieve a ‘green publishing’ focus for the list.

Murdoch Books’ primary challenge was to continue to produce a high standard of product locally, within a short turnaround and using environmentally sustainable stock. Murdoch Books also required a partner that could assist it to maintain its strong market position.

## Customer Snapshot

### Market

- Book Publishing

### Goal

- To increase speed to market and provide an environmentally accredited product using FSC and PEFC stocks.

**“The Team at Griffin Press has been instrumental in helping Murdoch Books manufacture locally and publish sustainably. Not only have they delivered to our high quality standards and tight deadlines, they place the same amount of importance on ‘green’ publishing as we do, and offer a fantastic range of FSC stock.”**

Karen Small  
Production Manager, Murdoch Books

## THE SOLUTION

Griffin Press has assisted Murdoch Books to achieve these goals by increasing Murdoch Books’ speed to market and providing an environmentally accredited product using Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) stocks.

Griffin Press’ continual investment in the latest technology is crucial to ensuring its clients remain competitive in an ever-changing printing industry. Griffin Press operates the youngest fleet of book presses in Australia. To increase capacity and improve flexibility, Griffin Press complemented its modern press fleet with a second C Format Timson book press (T32) in January 2010. The installation of the T32 provides Murdoch Books with increased speed to market. This new investment provided Griffin Press with increased capacity to ensure effective workflow continuity at all times of the year.

In 2007 Griffin Press became the first Australian book printer to achieve FSC certification; PEFC certification in 2008 and ISO14001 Environment Management certification in 2009. Books manufactured by Griffin Press can carry not only an FSC or PEFC certification, but also Griffin's ISO14001 certification. Griffin Press has developed a local source of FSC paper, removing price premiums for imported European FSC cream papers.

Griffin Press has worked diligently with key paper mills to develop papers in New Zealand and Tasmania. The environmental accreditations of Griffin Press have benefited Murdoch Books with its strategic allegiance for 'green publishing'.

Griffin Press is committed to providing ongoing, high quality customer service. Murdoch Books have a dedicated Customer Service Representative in the Adelaide plant and a dedicated Sales Executive based in Sydney. This ensures that day-to-day account management needs are addressed efficiently and with ease.

### THE RESULTS

From the commencement of Murdoch Books' relationship with Griffin Press, Murdoch Books has benefited from extraordinary growth through the expansion of its local list. Griffin Press' new technological investments and effective workflow systems have improved Murdoch Books' competitive advantage by providing faster speed to market and increased flexibility.

Griffin's active role in researching and developing local FSC and PEFC stocks delivers ongoing benefits to the Australian book printing industry as a whole. For Murdoch Books, this has meant they are able to choose locally sourced materials that are cost effective, resulting in the production of an excellent quality, environmentally sustainable product.

With the strong account management structure in place at Griffin Press, Murdoch Books benefits by receiving consistent, high quality customer service, with fast effective workflows and transparent, efficient communications.

Murdoch Books has made an ongoing commitment to continue business relations with Griffin Press. Griffin looks forward to continuing this relationship and working closely with Murdoch Books to assist in the achievement of their continued growth in the marketplace.

### FOR FURTHER INFORMATION

Call 1300 300 668  
or visit [www.griffinpress.com.au](http://www.griffinpress.com.au)

[sales@gpress.com.au](mailto:sales@gpress.com.au)

#### About Griffin Press

Griffin Press is a wholly-owned subsidiary of PMP Limited, a leading print media production company in Australia and New Zealand with operations focused in printing, distribution, digital graphic arts and micromarketing. Our range of web offset mono book presses, together with binding facilities for both soft and hardcover books enables us to meet the needs of our customers. We provide our customers with an optimal mix of digital production and conventional print enabling publishers to add significant value and improve market penetration.