



Griffin Press

# McGraw-Hill Australia & New Zealand



## Customer Snapshot

### Market

- Educational Publishing

### Goal

- Partner with a printer who is cost effective, provides direct fulfilment services and utilises leading edge digital print techniques including variable data printing to personalise individual copies of books.

## CUSTOMER

McGraw-Hill Australia & New Zealand

## WEB

[www.mcgraw-hill.com.au](http://www.mcgraw-hill.com.au)

## ABOUT

McGraw-Hill Australia & New Zealand is a leader in the educational publishing industry. With over 100 employees across Australia and New Zealand, including a large sales force, editorial and production staff, McGraw-Hill effectively combines the resources of a major global company with over 40 years of local expertise and market knowledge. Commencing its Australian operations in 1964 and in New Zealand in 1974, McGraw-Hill offers an extensive local and international publishing program.

The company has fostered a proud reputation and strong presence in the tertiary marketplace, priding itself in keeping at the forefront of changing market trends. McGraw-Hill has played an innovative role in the areas of online learning and flexible custom publishing, publishing and distributing products in three key areas:

- Higher Education
- Primary and Secondary Education (grades K to 12)
- Professional (including Medical, General and Reference)

## THE CHALLENGE

McGraw-Hill was looking to partner with a leading digital book printer for the supply of its Custom Publishing product. Custom Publishing is book product that is created by lecturers using McGraw-Hill's content database. It enables a lecturer to focus content to their teaching requirements. The prospective partner needed to be cost effective, provide direct fulfilment services and be utilising leading edge digital print techniques including variable data printing to personalise individual copies of books.

## THE SOLUTION

In answer to McGraw-Hill's needs, Griffin Press recognised the need to provide a high quality service at a competitive price whilst also meeting tight turnaround times. Griffin Press was able to fulfil these needs through its Digital Book factory capabilities, delivering a high quality end product and meeting stringent deadlines.

The digital book factory also offered McGraw-Hill the ability to offer true print-on-demand services, providing McGraw-Hill with the opportunity to immediately fulfil small reprint orders that had previously been subject to a minimum order quantity.

## RESULTS

McGraw-Hill's partnership with Griffin Press has helped McGraw grow its Custom Publishing program by over 40% in 2009/10. Griffin's ability to print and deliver, and enable McGraw-Hill to print smaller on demand reprint quantities has played a significant role in contributing to this growth.

The development of further workflow's between McGraw-Hill and Griffin is opening up opportunities for expansion of the product range now being printed short run or on demand and it is expected that these opportunities will impact positively on McGraw-Hill's inventory management principles and in getting books to customers in a shorter time frame.

## TESTIMONIAL

McGraw-Hill is very happy about the growth it has achieved as a result of its partnership with Griffin Press. Griffin Press has successfully maintained a crucial balance of offering a high quality product supported by strong customer service.

## FOR FURTHER INFORMATION

Call 1300 300 668

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

or visit [www.griffinpress.com.au](http://www.griffinpress.com.au)



**“ Our transition to a ‘one-vendor’ situation went smoothly and efficiently with the dedicated team at Griffin Digital. Our volume of work in the initial stages increased significantly and beyond our expectations but the level of service was not compromised despite this. We are very satisfied with the turn-around times and delivery to our customers”**

Marg Slessor – Manufacturing Manager, McGraw-Hill

### 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.