

## Reliable and affordable publishing of single copy reprints Melbourne University Publishing (MUP)



### CLIENT

Melbourne University Publishing (MUP)

### BACKGROUND

Melbourne University Press was founded in 1922 to sell books and stationery to students. It soon developed its own publishing program and in January 2003 became Melbourne University Publishing Ltd, a wholly owned subsidiary of the University of Melbourne.

MUP publishes approximately 80 books and electronic products each year over a wide range of subject areas and disciplines, and maintains a backlist of some 350 titles.

*“ I am very happy with the level of service received from Griffin. As soon as the files are received, the books are out in a matter of a few days and my dedicated account manager has kept me up to speed along the way. ”*

Sally Head, Executive Assistant, MUP

### CHALLENGE

MUP was dissatisfied with the production and service of their current print on demand and digital supplier. Therefore, MUP looked around for an alternative supplier and met with Griffin Press to discuss what they could offer.

MUP wanted a supplier which could offer them more reliable production, a higher quality of customer service, and a considerable improvement on turnaround time. They also wanted someone who could offer single copy re-prints at an affordable price.

### SOLUTION

Griffin were able to provide MUP with the pricing they needed and a significant improvement on turnaround and customer service. They also arranged for MUP's internet orders to be received directly at the plant. Postage of the finished books is then arranged globally.

Each time an order is complete, Griffin notifies the production staff at MUP so they are kept up to date with the status of their orders. The orders are tallied up at the end of the month and one invoice is sent to MUP for processing, reducing the amount of paperwork for them.

### RESULTS

Griffin have managed to make the whole process as smooth as possible with little to no involvement after the initial set up. This has resulted in quicker and more reliable production of Print on Demand reprints when received via MUP's online ordering portal.

Since partnering with Griffin, MUP has enjoyed a significant improvement in turnaround time and customer service. Sally Head from MUP has stated that she is “very happy” with the service. “As soon as the files were received, the books were out in a matter of a few days and Griffin has kept me up to speed along the way.”

With the advent of Griffin Press's new short run, digital capital investment, we can print one or one million copies of a book. We have successfully set up an automated system which takes away the manual processing for reprinting small numbers of books.

Griffin Press is a trading entity of PMP Print Pty Ltd, ABN 76 051 706 499, which is a division of PMP Limited.

#### About PMP Limited

PMP Limited is Australasia's leading integrated provider of market insight and printed communications solutions. An ASX Top 200 company with over 3,000 staff in locations across Australia and New Zealand - PMP operates in the areas of data driven market and customer analytics, marketing advisory services, creative and photographic services, digital pre-media solutions, printing and letterbox and magazine distribution through its Pacific Micromarketing, Pinpoint Target Marketing, PMP Digital, PMP Print, Griffin Press, PMP Distribution, Advertising Solutions and Gordon & Gotch companies.

