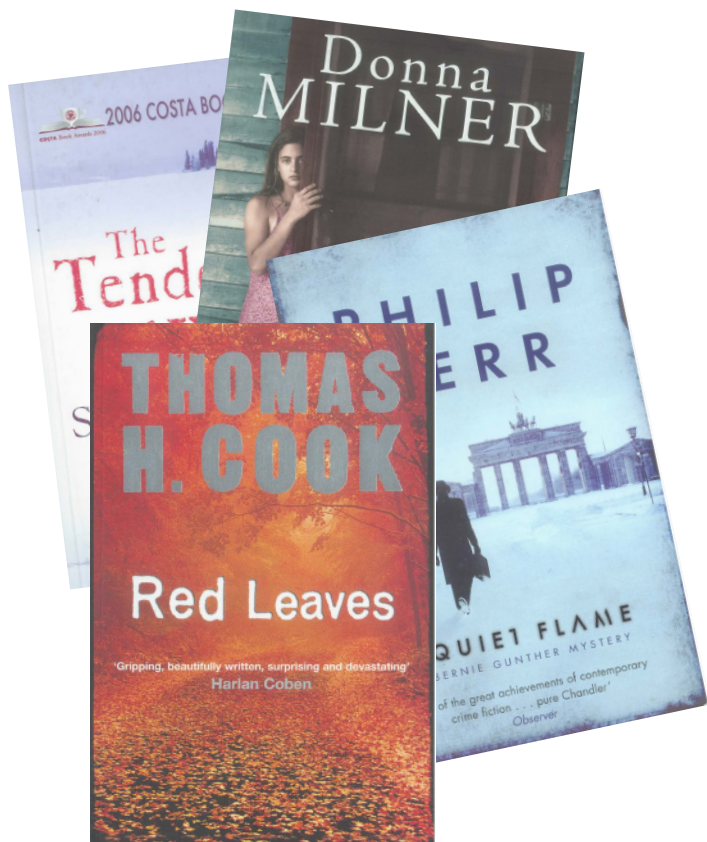


Griffin reduce lead times for Quercus book printing

Quercus



CLIENT

Quercus

BACKGROUND

Quercus Publishing Plc was established in 2004 in a small office in London. The company quickly expanded, producing best sellers and generating increasing sales. In 2006, Quercus made a strategic decision to expand their business to Australia and sought to find an appropriate business partner to assist them with this expansion.

“Griffin has helped us to successfully establish ourselves in the Australian market. We can now meet the market demand and reduce the lead times required to print the books.”

Mark Smith, CEO, Quercus

CHALLENGE

Quercus contacted Griffin Press to see if they could help them expand into the Australian market. The publisher needed to be producing books in Australia so that the market could be supplied quickly and efficiently.

SOLUTION

Griffin Press is providing Quercus with printing facilities for its books in Australia, as well as dedicated and professional account managers, both in Australia and the UK.

Efficient workflows have now been established that enable the quick delivery of book files from the UK for production in Australia. This eliminates the need for staff in the UK to be checking proofs, thus reducing lead times and enabling printing closer to the release date.

RESULTS

Quercus have successfully established themselves in the Australian market, providing a range of winning titles for readers nation-wide. Due to their success, the numbers of orders being placed with Griffin has increased over the past few years, from 7 in 2006 up to 15 orders in 2007.

The number of titles produced as well as the number of re-prints has also increased; Griffin Press had re-printed the best selling 'Tenderness of Wolves' 5 times and 'The Girl With the Dragon Tattoo' 3 times when this case study was produced.

Quercus even managed to take away a win at the Fast Growth Business Awards in 2007.

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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.



Griffin Press