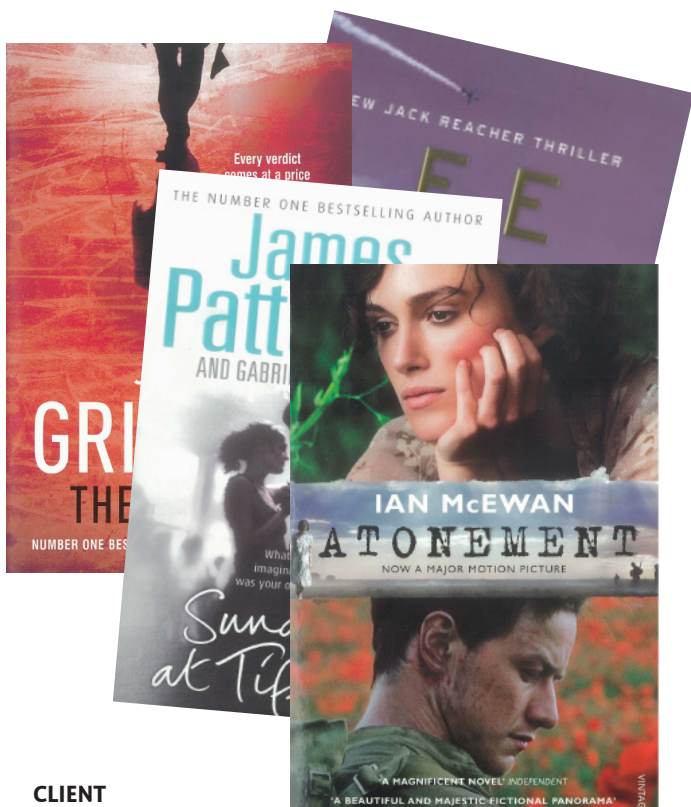


# Delivering UK published books into the Australian Market

## Random House



**CLIENT**  
Random House

### BACKGROUND

The Random House Group is one of the largest book publishing companies in the UK. With a reputation for excellence, commitment and service, the group is based in London with subsidiary companies in Australia, New Zealand, India and South Africa.

Owned by the German media company, Bertelsmann AG, The Random House Group comprises of four publishing companies with 36 diverse imprints.

*“ We have a long standing relationship with Griffin. They have helped us to efficiently deliver into the Australian market and reduce our lead times. As a result our business has enjoyed increased revenues ”*

Stephen Esson, Group Publishing Operations Director, Random House

### CHALLENGE

Being one of the most prestigious publishing companies in the world, Random House has a strong reputation to uphold. The publisher needed to find a way to quickly and easily deliver UK published books into the Australian market as well as control stock and be able to re-print books quickly and without hassle.

### SOLUTION

Griffin Press has a dedicated account manager at the factory in Adelaide as well as a UK Sales Manager to help Random House meet the challenges of their publishing requirements.

Workflows have been developed that enable Griffin Press to collect text and cover files from the Random House Digital Archive which eliminates the need for proofs to be checked in the UK thus reducing lead times and enabling printing closer to the publication dates.

### RESULTS

Today, Australian readers of Random House books can enjoy a wealth of titles that span the mass market. With Griffin's advanced technologies, they can control their stock holding in Australia and quickly publish new titles in Australia as well as easily reprint books when required.

Since partnering with Griffin Press, Random House has enjoyed an increase in revenue and has acquired additional publishing companies to ensure a strong future in the Australian book publishing industry. The number of titles printed by Griffin Press has also increased significantly since 2005 as a result of advanced technologies and equipment.

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.



Griffin Press