

# OUTSOURCING VS IN-HOUSE PRINTING

WITH THE COST, SIZE AND SIMPLICITY OF DIGITAL PRINTERS NOW WITHIN YOUR REACH , THERE HAS NEVER BEEN A BETTER TIME TO PRINT IN-HOUSE.

With many businesses somewhere between the extremes of printing everything in-house and outsourcing all print related work, new digital technology has made the ability to design and print in-house increasingly more accessible.

Print providers are able to source fully integrated machines at competitive prices, with in-house printing costing much less than previously imagined.

Print jobs are now easily absorbed in-house, with the simplicity of the machines making them much easier to maintain and use, without the need for advanced expertise. In addition, the varying size of devices now means you can find a digital printer that fits both within your budget and business.

There are a variety of reasons to explore the option of in-house printing that include, convenience, reduced waste, flexibility and cost savings.





## BENEFITS

	OUTSOURCING	VS	IN-HOUSE
DEADLINES	Print schedules are based not only on the availability of the equipment, but also the size, demand and profitability of other customers placing orders.		Printing in-house allows you to schedule and prioritise your own production, based on your own best interest.
TIME	Customers have to both pay and wait for delivery, which may not be the most effective or efficient solution.		Saving both time and money on postage means print can be created and distributed on the same day.
FLEXIBILITY	The inflexibility of outsourcing to a 3rd party makes it difficult to make last minute design changes and amendments		In-house print gives you complete control over print timescales, allowing you to make last minute alterations to your designs and personalise your materials.
WASTAGE	Outsourcing often requires a lot of guess work when it comes to print quantities, often leading to overrun and wasteful materials.		Printing in-house means you can be more accurate with your print jobs, producing short print runs and printing, as and when required.



## CREATIVITY & FLEXIBILITY

In the past, standard, office colour copiers struggled to handle aspects such as heavier stock or high volume requirements, which were typically outsourced to a print-shop.

Z-folding, inserts and other finishing options were also previously impossible to do in-house, until now, with more robust and cost effective options available on the market for better and faster in-house solutions.

With a range of feed and print finishing options available, you can add the capabilities that best suit your job and improve your workflow, including; cutting, scoring, laminating, folding, embossing and debossing, perforating and binding.

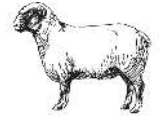
These sophisticated printers, allow more of what was originally outsourced to a professional printers, produced in-house, with results now rivaling traditional offset printing.

Bringing a printer in-house opens your business to a world of more capable and creative production, thanks to increased performance and capabilities that are now in your reach.

From creative advertising materials such as; leaflets, flyer's and mail shots to brochures, invoices, letterheads and compliment slips, all collateral can be given a consistent look and feel.



To see for yourself what is possible visit our showroom or arrange a demo at;  
[www.ebcgroup.co.uk/showroom-demo](http://www.ebcgroup.co.uk/showroom-demo)



COTSWOLD  
INNS & HOTELS

## CASE STUDY



### PROBLEM

- Cotswold Inns & Hotels produced high quantities of marketing and promotional materials such as brochures, menus, invites and stationary that were in-line with each hotel's unique design and branding.
- Outsourcing to a 3rd party was expensive, and allowed for little flexibility in both design and turnaround time.
- Outsourcing made it difficult to make last minute changes, print jobs would often over run and time scales made the production of small print runs challenging.



### SOLUTION

- EBC Group offered a consultative approach and advised on how printing in-house would benefit their business, providing a simple comparison of how much Cotswold Inns were currently paying, and what the cost would be per finished document.
- EBC Group provided a brand new, high functioning print suite, providing on-going support to the Cotswold Inns marketing team who now manage their own in-house print suit.



### BENEFITS

- Cotswold Inns & Hotels are able to produce high quality print materials, in a full range of formats with greater flexibility to make changes and produce short print runs.
- Quick turn around time means marketing materials are created and printed on the same day.
- Campaigns and promotions are more dynamic and targeted, with materials easily personalised and distributed.
- Quick return in investment, with operational and wastage costs significantly lowered.

"We chose EBC Group to help create our own print room. What we've been able to consolidate into a relatively small space has been so beneficial. EBC Group are able to advise us on new technology, and different ways we can improve our print.

I wouldn't hesitate in recommending EBC Group to our industry or any other industry for the solutions they provide- we couldn't think about having to go back and outsource everything. Definitely our supplier of choice."

-NADINE LININGTON, SALES & MARKETING DIRECTOR AT COTSWOLD INNS & HOTELS