

## Save Time & Cost with Digital Print On Demand

Digital printing is an advanced, high-speed, method of producing printed sheets directly from a computer file without the need for intermediates such as film negatives or plate making.

The advantage digital printing has over traditional printing is the ability to produce small quantities at a low price. Because of its substantially lower production costs, digital printing has steadily replaced traditional or offset printing in many markets.

With digital printing, you can reduce your print production and storage costs by 20% each year, while keeping your materials fresh and up-to-date.

Let CyberChrome show you how to save time and cost. Now, with digital print on demand, you can print what you need when you need it.

### The Benefits of Digital Printing

- Short-run color at competitive pricing
- High-quality printing that rivals offset
- On-demand faster turn-around
- Reduce inventory expenses
- Eliminate waste from outdated materials
- Personalize marketing materials
- Reach a targeted audience
- Increase sales & return on investment

## Maximize Return on Investment with CyberChrome



- **Over 20 years of experience**
  - Highest level of quality and service
  - End-to-end project management
  - Outstanding customer support & guidance
- **World Class Technology & Equipment**
  - Faster turn-around time
  - Ability to print on variety of substrates
- **In house ability to provide full service:**
  - Marketing & Creative
  - Database Management
  - Mailing Services & Fulfillment
  - Finishing & Bindery
  - Digital Photography
  - Wide Format Printing
  - CD/DVD Duplication

## Digital vs. Traditional: Cost/Waste Comparison

**Objective:** A client asked for a bid on 5,000 prints of a 4 page folded booklet in 4 color expected to be used for 1 year.

**Solution:** We suggested that the client print an initial 1,000 then reprint with updated content every 3 months instead.

	After 3 Months	After 6 Months	After 9 Months	Total Qty.
<b>Digital</b> Qty: 1,000	Client had not depleted the initial quantity and had no content updates.	Client made several content updates and printed additional 1,500 for general use and upcoming trade show.	Client still had enough in inventory to last the remainder of the year.	Printed: 2,500 Waste: 0
<b>Traditional</b> Qty: 5,000	No update	No update	No update	Printed: 5,000 Waste: 2,000

**Result:** After 12 months, it was clear that printing 5,000 brochures up front would have been 2x more than necessary with content grossly out of date. The money he put into the larger print order would be tied up for a full year, with 50% of his cost attributed to waste.

## Increase Marketing Response with Personalization

Another advantage of digital printing is the ability to create personalized documents that deliver highly-targeted messages to each recipient.

At CyberChrome we specialize in providing cross-media and one-to-one marketing solutions that increase response, reduce costs, and result in more successful marketing strategies.

**CyberChrome**  
Digital Printing & Marketing Solutions