
Print-on-Demand (POD) and Digital Short Run (DSR) Printing: Understanding the Whys and Hows

NBN Brown Bag Lunch Webinars



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- Digital printing technology has significantly changed the publishing landscape. Every publisher should consider integrating some level of digital print as part of their overall publishing strategy.

The Need for Digital Printing

- Backlist – In print/out of stock titles
- Frontlist – Lower or slower sales volume
- Reduce Pre-press costs
- Reduce initial cash outlay
- Reduce long-term investment in inventory

The Need for Digital Printing

- Reduce exposure to obsolete inventory and inventory write downs
- Reduce warehousing (storage) costs
- Quick turnaround
- Gap printing

Digital Print Basics

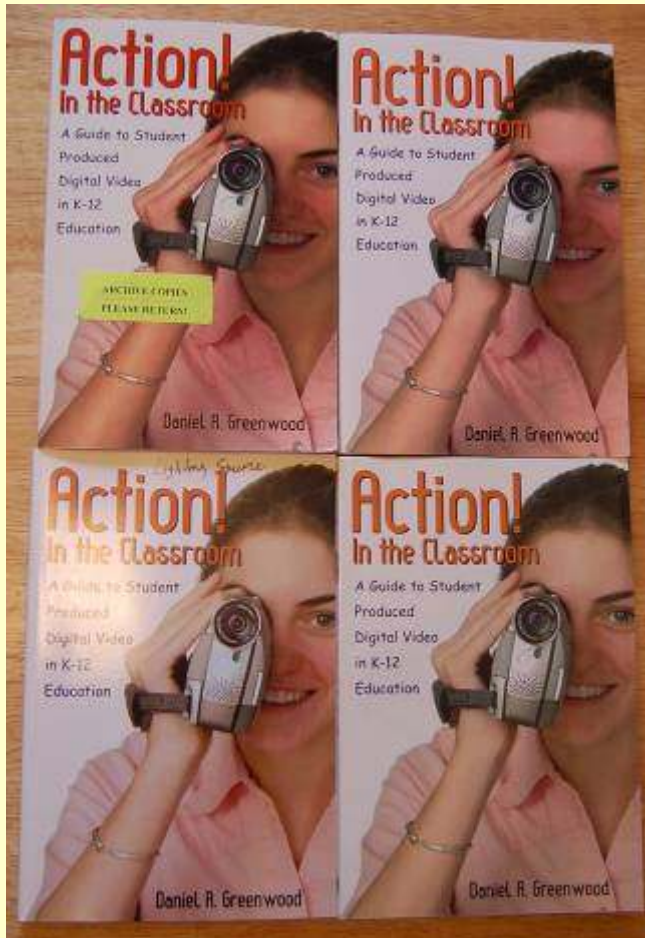
- Standard file used is Portable Document Format or .pdf
- Print ready file creation from:
 - Existing .pdf or other application files
 - Existing book
 - Manuscript or CRC
- Files are uploaded to NBN's FTP site
- Existing book or CRC is scanned

Can you spot the difference?

Offset Printing



Digital Printing



Offset, LSI, and EB Printings

DSR vs. POD

- Digital Short-Run (DSR)
 - Print runs from 100 to 1500 copies
 - Similar to offset in that publisher places order and inventory is delivered to NBN
 - Publisher monitors inventory levels and decides when to reprint
 - Each print job is quoted on an individual basis

DSR vs. POD

- Print On Demand (POD)
 - A “one off” print model
 - Print only to order (by customer)

DSR vs. POD

- DSR Advantages

- Lower pre-press costs
- Smaller quantities than offset means:
 - Reduced initial cash outlay
 - Reduced long-term investment
 - Reduced inventory risk
- Lower unit cost than POD

DSR vs. POD

- **POD Advantages**
 - Always in stock and available
 - Including on-line retailers such as Amazon.com
 - No need to monitor inventory levels
 - Incremental revenue

POD Sales Channels

- **Lightning Source**
 - Prints to fill all customer orders received by Ingram Book Company
- **BookSurge**
 - Prints to fill all customer orders received by Amazon.com
- **NBN On-site**
 - Prints to fill all customer orders received by NBN

Available Options

- DSR (more flexible)
 - Four color cover
 - More choice of text and cover paper stocks and treatments
 - Color interior available
 - Hardcover available
 - Adhesive case
 - Stamped cloth
 - Dust jackets available

Available Options

- **POD (less flexible)**
 - Perfect bound
 - 4 C cover
 - 10 pt. cover stock
 - Gloss lamination or coated stock – varies by vendor
 - Text stock
 - Cream or white
 - Density varies by vendor
 - Max trim size 8.5 x 11
 - Max spine width 1 5/8”

POD and DSR Limitations

- Gatefolds and printing on the inside of the covers
- 4-Color is possible, but not cost effective
- Limitations on paper choices
- Die-cuts and odd trim sizes

Offset or Digital?

Offset vs. Digital Cost



Sample Quotes

- perfect bound, 6 x 9 trim, 4 C cover, B&W text, 250 pages
 - POD - \$4.27 per unit
 - DSR 100 copies - \$4.15 per unit
 - DSR 500 copies - \$3.18 per unit
 - DSR 1000 copies - \$2.89 per unit

Sample Quotes

- perfect bound, 7 x 10 trim, 4 C cover, B&W text, 250 pages
 - POD - \$5.70 per unit
 - DSR 100 copies - \$4.64
 - DSR 500 copies - \$3.68
 - DSR 1000 copies - \$3.59

Sample Quotes

- Litho-case hardcover, 6 x 9 trim, 4 C cover, B&W text, 250 pages
 - POD - \$9.12 per unit
 - DSR 100 copies - \$8.40
 - DSR 500 copies - \$5.61
 - DSR 1000 copies - \$4.53

Sample Quotes

- Cloth hardcover, 6 x 9 trim, B&W text, 250 pages
 - POD – not available
 - DSR 100 copies - \$9.08
 - DSR 500 copies - \$6.30
 - DSR 1000 copies - \$5.21

A Hybrid Solution

- Combine use of offset, DSR and POD
 - Consider sales forecast
 - Offset or DSR for initial print run
 - DSR to maintain stock
 - POD for “long tail”
 - Back to offset or DSR at any time demand spikes

A Hybrid Solution

- NBN Fulfillment System
 - Software modified specifically to handle transitions
 - System always picks from available stock before creating a POD order
 - On/Off flags with outside POD vendors

Espresso Book Machine

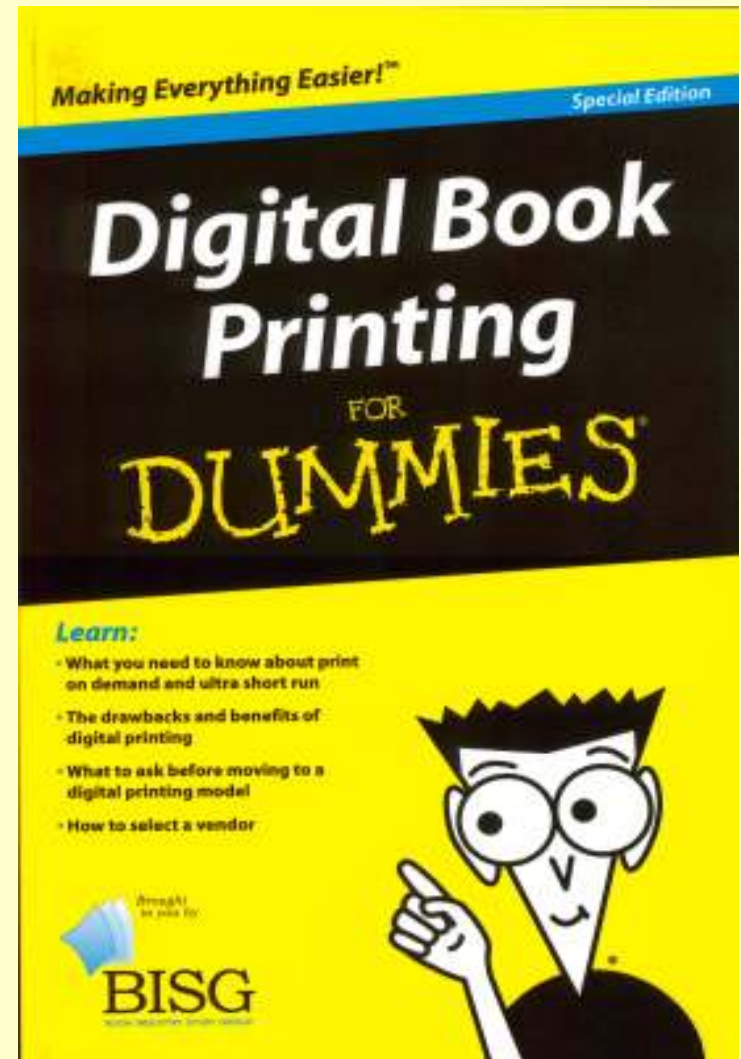


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- The economic and supply chain benefits of digital printing are compelling. The flexibility inherent in the process enables publishers to develop a comprehensive print strategy that maximizes revenue, margin and cash flow.

Additional Resources

- New from BISG
BISG/Wiley Publication

Purchase at
www.bisg.org/publications



Q&A

- **Q** - Does your inventory system flag for DSR/POD if not printed through NBN Fusion (ie, if we use our own digital printers)?
- **A** - **No. If books are printed off site, we cannot control the printing and receipt times. Therefore we cannot list them as POD.**
- **Q** - Can you kindly review available trim sizes for POD & DSR?
- **A** - **Most trim sizes are available from 4x6 to 8.5x11**

Q&A

- **Q** - Is there a channel for getting single-copy POD orders from our website to NBN for printing and fulfillment?
- **A** - This is an order capture and delivery question. Contact Jeff Harris (jharris@nbnbooks.com) and we will work on a solution.
- **Q** - Is there a profit margin you shoot for with POD/DSR? Do you think 4 color interior pricing will drop significantly in the near future to make it viable.
- **A** - The desired profit margin will vary depending on the title and where it is in the life cycle. It is up to each individual publisher to determine an acceptable margin that supports their own business model.

Q&A

- **Q** - How do we oversee quality control of books printed by your different digital sources - different types of paper, etc.?
- **A** - In the POD model, books are printed and distributed directly to the customer so it is difficult, if not impossible, to monitor quality. We have vetted the POD vendors we're currently using and are confident that they consistently produce quality books.
- **Q** - You noted a 250-page limit for POD; is there a page limit for DSR?
- **A** - The page limit for POD and DSR is roughly 800 pages, depending on the PPI (pages per inch) of the paper stock you choose.

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