

INSIDE THIS EDITION

Five Ideas to Help Cut Your Mailing Costs

Solid ideas from the Walsworth Postal team that are proven ways to cut your mailing costs and make your marketing dollars stretch further and get your message out to more potential customers

Case Study: Partnering with School Specialty's Premier Agendas Company

How a print partnership really works for one company, perhaps it's a strategy that can work for your business

Custom Publishing: Catalogs and Magazines in the Age of Electronic Media

Wait a minute, if you think the catalog and magazine are going the way of the horse and buggy, you just might be surprised. See how you can make these platforms relevant in today's market.

OUR FRIENDS UP THE ROAD

by Doug Weaver
Publisher of the *Kansas City Star Quilts*

Every now and then I jump in the car and head up the road to Marceline, Mo., to visit our friends at Walsworth Publishing Co., which prints our quilting books.

Unlike most of our competitors, we like to print our books right here in the USA.



Walsworth ... where our books are born. Marceline is about 2 ½ hours northeast of us. It's a nice trip. From Kansas City, you head up Interstate 35 to Cameron, Mo. (I usually grab a coffee at the McDonald's there.) Then you turn east on Highway 36 and travel along vast, rolling hills of rich Missouri farmland, past the towns of Utica, Chillicothe, and Meadville. Finally, you turn south on Highway 5, which passes through Marceline. Walsworth is on the left.

I should get up there soon and bring a cake. Because Walsworth is enjoying a birthday this year – 40 years in the commercial printing business.

Forty years is quite a milestone. But not a surprise, given the history of the town.

If you're a fan of Walt Disney, you know that Marceline was his boyhood home before he moved here to Kansas City.

Walt gathered some of his best ideas for his theme parks from his life in Marceline. Drive down Marceline's main street today, for example, and it bears a striking resemblance to the Disney parks' Mainstreet USA.

The town was created as the halfway stopping point between Chicago and Kansas City on the then-new



see **OUR FRIENDS UP THE ROAD** on page 2

five ideas TO HELP YOU CUT YOUR COSTS

In challenging economic times, a common request we hear at Walsworth is for suggestions on how can we help you stretch your marketing budget. It's no secret that in the battle to reach your current customers and attract new ones, you need to be armed with all available measures to keep your costs in line.

At the Walsworth Print Group we are happy to work with you to dig deep, learn about your specific needs, and put a custom tailored approach that really gives you the maximum marketing impact for the dollars you spend.

Here are 5 proven ideas that can add up to big savings:

CLEAN UP YOUR LIST

Industry statistics show approximately 10% of all mail is undeliverable. At Walsworth, we can de-dup, merge/purge, and clean your lists to maximize deliverable addresses. We have delivered significant savings to customers using our list and address hygiene services. We can also prepare you for "DPV" (Delivery Point Validation). Ask us for a custom review of your mailing to identify what your specific savings can be.

CO-MAILING

Maximize sortation savings by qualifying your catalog or magazine mailing for discounts given to mail delivered deep into the postal system. By combining multiple different catalogs into a single mail stream, we can achieve discounts that can total as much as \$25/M.

DROP SHIPPING

Walsworth can improve your delivery service and save you money by transporting your catalogs into the postal system closer to the ultimate destination. Savings can be as much as \$20/M.

FIRM BUNDLING

By packaging catalogs or magazines intended for multiple recipients at the same address, you can qualify for the multi-piece parcel rate which can generate big savings.

PAPER ALTERNATIVES

Our paper experts can help you choose options to change your catalog or magazine's weight and cost of paper while helping you keep the look and feel you want your product to have.

With 50 cents of every dollar you spend going to postage and distribution, wouldn't you feel better knowing your mailing is in the hands of the experts at Walsworth?

OUR FRIENDS UP THE ROAD continued

Atchison, Topeka, and Santa Fe Railway. It's no surprise that Walt's love of trains developed here.

Walt would later move with his family to Kansas City, where he eventually set up a studio and befriended a mouse in his office. (Yep ... and so was born the idea of Mickey!)

Oh ... and Walt tried to get on the art staff here at The Kansas City Star. We turned him down. Silly us.

But I digress. Walsworth is the main topic today ... though some of that Disney magic does seem to have rubbed off on the company.

Founded in 1937 by Walsworth brothers Don, Ed, and Bill, the company started as a printer of theater playbills. Its big move came a decade later, though, when it ventured into publishing high school yearbooks.

Yearbook publishing is a great business, but it's highly seasonal – a big spring rush! So Walsworth would have to hire up in the spring, then lay off folks at slower times. It was tough to keep a skilled workforce in place.

So, in 1970, Walsworth expanded into commercial printing, turning out textbooks, trade books, and other publications as a way to balance its activities.

And that's where we come in. We're pleased to say that for the last 10 years, we've helped keep Walsworth's presses pretty active. Although we publish other kinds of books here at The Kansas City Star, our quilting business is dominant. We're just now wrapping up four new book titles – you'll be hearing more from Diane about those soon. And they are only the first of more than 25 quilting books that we'll publish this year.

We take pride in publishing our books up the road rather than across the ocean at some foreign printing press like most of our competitors do. It helps keep good-paying jobs right here in Missouri.

It also keeps a rural community strong and vibrant. After all, we owe a lot to the rural network of Midwestern quilters who sent in their quilt-pattern ideas to The Kansas City Star and our old sister publication, the Weekly Star Farmer, in the late 1920s through the early 1960s.

You see, we like to think that Kansas City is a quilting Mecca. The Star holds, arguably, the largest single collection of quilt patterns in the country. Some of the best-known pattern and fabric designers in the world are in our area. And we're centrally located in a part of the country teeming with quilters.

What makes the deal even sweeter? It's comforting to know that our books, in which we take so much pride, are printed at Walsworth, just a heartbeat away.

Doug Weaver is the publisher of Kansas City Star Quilts.

CUSTOMER SPOTLIGHT



Bentley Systems, Inc.

Carey Seaborg (left) and Scott Clark, Walsworth Print Group sales representative

Carey Seaborg, Designer

Carey visited the Omaha facility in December for a press inspection while printing their annual catalog, *The Year in Infrastructure*. Due to the complexity of the job, the pressroom overcame several obstacles and produced a high quality book. After receiving her sample of the finished book, Carey sent an email to the production team exclaiming, "... it looks great!"



Mid-Western Research and Supply

Sandy and Brett Walton

Brett Walton, President
Sandy Walton, Creative Director

Brett and Sandy Walton toured our Omaha facility. Mid-Western Research and Supply is a meat processing equipment and supplies company. Walsworth Print Group printed their four-color catalog.



Healthwise

Nickie Wrenn (left), Walsworth Print Group sales representative; Andrea Blum; Tom Hall, Walsworth Print Group sales representative

Andrea Blum, Director of Book Services

Healthwise is a non-profit health content provider to major insurance and large companies. Andrea was in the Omaha facility for a press check and then toured the Marceline facility in Missouri.

GOOD BOOKS TO WATCH FOR



Confidence Restored: The History of the Tenth District's Federal Reserve Bank

Published by the Public Affairs Department of the Federal Reserve Bank of Kansas City.

Copyright by Federal Reserve Bank of Kansas City.



Images FX15

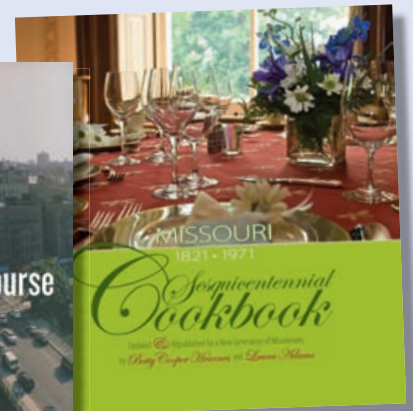
Published and Copyright by FX Networks, LLC.



Intersections: The Grand Concourse at 100

Published and Copyright by Fordham University Press

New York Book Show Award Winner
Honorable Mention-Scholarly & Professional Multicolor Text Book



Missouri Sesquicentennial Cookbook: 1821-1971

Published and Copyright by Betty Cooper Hearnings 2009

PRINT PARTNERSHIPS BENEFIT EDUCATIONAL PUBLISHERS

For many students through out the US & Canada a daily part of their routine is keeping track of assignments, projects and tests in their own planning agenda. Once considered “nice to have”, planning agendas are now considered an essential component in education. Studies have shown that children who develop planning skills are more successful later in life than those not developing these skills.

School Specialty is forging an exciting era in the educational resources market as a family of brands focused on helping educators to help students succeed.

Help educators accomplish more by providing them with the most innovative and complete range of educational ideas, services and products available.

Make it easier and more fun for students of all ages and abilities to learn.

Be unrelenting in the focus to help enhance education every day, and in every way through every member of the School Specialty family.

School Specialties provides effective, innovative planners that are easy to use, help set and reach goals, incorporate academic or principle-based themes, and include a memorable planning process. These are customized to provide a tool to meet planning needs. Their marketing catch phrase reiterates their message to the Print Partners... every future deserves a great plan.

As you might suspect, manufacturing these spiral bound planning agendas is a seasonal business building in late spring to an urgent crescendo to make and deliver these books prior to the start of school in late summer. To deliver the millions of agendas with a 99.85% on time and a 99.9% quality rating requires an organized, disciplined approach from Premier Agendas and their seventeen Print Partners. This concentrated manufacturing schedule is a reflection of the reality of school district budgeting for release of PO's in July combined with the need for the product to be in the school prior to the students.



Steve Lankhaar (far left) of Premier Agendas on press in Omaha with its Production Team.

A Premier Print Partner believes that they are another department down the hall in the “Premier” building in Bellingham, Washington. Starting several months prior to the start of the “season”, weekly conference calls bring the Print Partners up to date on key issues such as overall contracts and pages received; inventory of inserts and standard components; as well as timely information regarding production concerns. These ninety minute calls are open and at times, quite dynamic. There is no doubt that we take our quality and production targets seriously.

As manufacturing builds during July the flow of pages to plant and the arrival of the shipments of components needed for this week's shippers preoccupy our minds as we guide the work through our plants – ever mindful of the need to deliver top quality on time.

In early October, after the season winds down, Premier invites us all to a two & one-half day Print Partner Conference. During this conference, we are brought up to date with the results of our efforts – the highlight being an awards dinner where Print Partners are

recognized for on-time delivery, quality, and inventory management.

Bob Lynch, Premier's President reviews the business plans and strategy for the upcoming year(s). This includes details on product development with an honest assessment as to what must be done to improve sales, increase margins, and develop new Customers. A review of sales results and anticipated trends is also shared with us. There are working sessions on Lean Manufacturing, new materials & inserts, trends in production equipment, and suggestions for improvements from other Print Partners. Although all of the Print Partners have their own Customers outside of Premier, we maintain communication with each other, discussing other production situations. We often run into each other at the print show in Chicago each fall as well.



As well as participating in the group sessions, each Print Partner has a one on one meeting with Premier management to discuss individual company goals, concerns, and objectives. During this meeting we review the impression we made on the internal departments at Premier. How did we react to their Customer's needs and crises? How well did information flow back and forth? How did we find working with the folks at Premier?

During the conference there are several events where Print Partners have an opportunity to discuss common production problems, as well as get to know each other on a personal basis. Over the several years of being a Print Partner we have seen a continuous improvement in quality and productivity with less crisis management modes. Although each Print Partner is an independent company, the result of Premier's efforts to build a Print Partner network is an organization that accommodates the wishes and short cycles necessary to build business while delivering millions of error-free planning agendas on time.

As a manager for Walsworth, participating as a Print Partner provides complete and detailed information to bring back and share - guiding us in the selection of new equipment, revising current processes, and in new materials that benefit us beyond the work we do with Premier.



print MAKES IT INTERESTING AND USEFUL

Consumers may be bombarded with marketing messages these days, but that doesn't mean they've tuned out. In fact, consumers are more interested than ever in hearing from companies— provided that information comes in the form of a custom publication, such as a catalog or magazine. A recent Custom Publishing Council poll shows consumers are increasingly attracted to these marketing methods because they include useful information:

68% say it helps them make better purchasing decisions when companies provide product information through custom publications.

78% don't mind sponsors selling their products and services through custom publications – as long as the information is interesting.

74% say getting information from an interesting collection of articles is more appealing than getting information from ads.

59% read print custom publications, whereas only 36 percent look through electronic custom publications.

The message seems clear: If you want to get consumers' attention, send them your message in the form of interesting and useful information. Oh, and make sure it's printed.

and it works

Courtesy of October 2009 edition of Deliver Magazine.

CUSTOMER SPOTLIGHT



Hill's Pet Nutrition

Debbie Davenport and L.D. Lawrence

Debbie Davenport, D.V.M. & Director of Professional Education – Hill's Division
L.D. Lawrence, Colgate Palmolive Global Indirect Procurement – Hill's Division

Hill's Pet Nutrition continues the tradition, which began in 1939, of enriching and lengthening the special relationship between people and their pets. They make the highest quality pet nutrition available in pet food lines.



MathisJones Communications

Ellie Jones (left); Emilee Roberts, Walsworth CSR; William Mathis

Ellie Jones and William Mathis
 Owners and Designers

MathisJones Communications specializes in corporate, athletic, and city histories. Ellie Jones and William Mathis visited our printing facility in Marceline, Missouri for a press check on the title Sportsman's Park.



Teachers' Curriculum Institute

Tom Hall, Walsworth Print Group sales representative and Carrie Spiker

Carrie Spiker, Purchasing Manager

Teachers' Curriculum Institute is an educational high school publisher. Carrie was in our Marceline facility on a press check and then toured our Omaha facility.

HOT OFF THE PRESS MAGAZINES



Casino Players: America's Gaming Lifestyle Magazine

Published and Copyright by Casino Player Publishing, LLC.



Emerald Coast Brides

Published and Copyright by Pro-Media Group, Inc.



Iowa Outdoors

Published and Copyright by Iowa Department of Natural Resources



Kansas City's Business Magazine: Ingram's

Published and Copyright by Show-Me Publishing, Inc.

HOW WALSWORTH CAN MAKE YOUR LIFE EASIER ● ● ● ● ● ● ● ● ● ●

by Annmarie Scottson, Walsworth Print Group Sales Representative

“Who is Walsworth?” “What exactly does Walsworth do?” “I’ve never, EVER, heard of your company. Are you new?” “I looked on your website after receiving a mailing from Walsworth. You do a lot of things, but what are you really good at?”



At Walsworth, we have heard these and other questions about our company from those we seek to build relationships with. Those who have worked with us for a long time know a great deal about our extensive services yet still might not know everything there is to know about us. And for those who are receiving this asking, “Why am I on this mailing list?”, that answer is

simple: we want you to learn about our exciting company and consider letting us become a valued, stable home for your print and logistics needs!

I can certainly relate. As a former print buyer/production coordinator in New York, I’d heard of Walsworth but never knew a thing about their services. I was reacquainted with Walsworth in late 2001 during a job search after six years selling print at an east-coast based company. My first question was, “I had heard of Walsworth, but what do you do?” When I visited the Marceline, MO corporate headquarters and printing facility for the first time, I have to tell you that my mouth hit the floor. I’m pretty sure the first words out of my mouth were, “How in the world can nobody know about you?” From that day on, I knew I wanted to be a part of this company.

Our snapshot is rather large, but incredible in its contrast and depth of content. What impressed me the most about our snapshot – and why, 8 years later, I still love this company – are the “artists” who created this masterpiece. From those that founded this company as a playbill printer to the third-generation of the Walsworth family who continue to devote themselves to the business; to those who work in our print and pre-press facilities and take incredible pride in their roles as solution providers answering questions and finding better ways to make your products shine; to those of us who are outside telling you about this great company.

I promise, we will analyze this snapshot in greater detail in future issues of Impressions. For now, I’ll give you this teaser.

For the Catalog publisher, we are capable of providing pre-press services to help you with content color management/approval via

hard proofs; online and hard proofing for content review with your sales team; flexibility on press and in the bindery whether you need variable data covers and text for special targeted mailings or a bulk run of over 250,000 copies in saddle, adhesive or Smyth soft/case, or plasticoil; solutions for best materials and processes to save money on your budget whether it’s a tab divider or special insert or the entire catalog; and logistics solutions to provide the best mailing option for your piece.

For the Specialty publication and magazine industry, whether you need scatter color proofs for approval by clients/ad buyers; online proofing/editorial solutions; custom covers and flexible print capabilities from 250 to over 250,000 copies; PUR binding that will hold up to the toughest consumer use; and flexibility in mailing options to hit market in a timely manner, we’re your home!

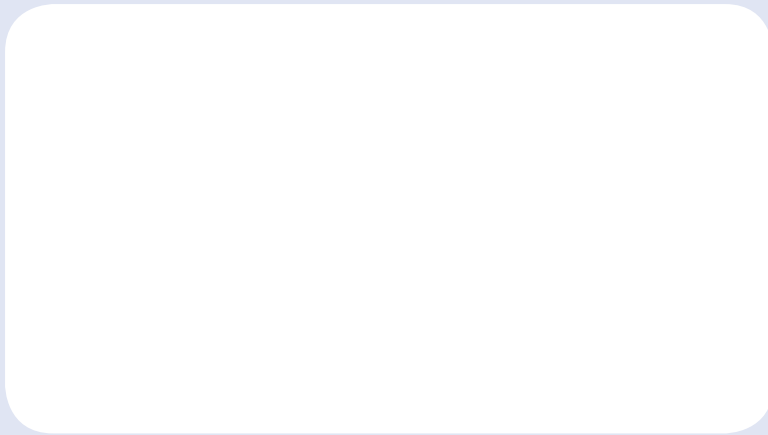
For the STM/Professional Book market, you get Walsworth’s history of exceptional detail to MRI/X-ray/diagnostic images and coordination of our pre-press team with your composition team to ensure your color/image expectations are achieved; superb and timely release of printed product, from journals to case-bound atlases and reference books with virtually any type of cover decoration; and a dedicated staff who will make the process as seamless as possible.

For the Educational Book publisher, the ability to provide 25 to 250,000 copies through color digital, offset sheetfed, and heatset web equipment to meet your inventory needs; understanding of the adoption needs of districts including timeliness of delivery to either your warehouse or the district; NASTA standards for all textbook and ancillary product needs; rebind and other custom publishing assistance to provide focused product to professors and other academic professionals for educational use; and a track record for quality books that withstand the wear and tear of students’ use.

For the Specialty Trade book market, did you know that we can offer a great alternative to Asia or Europe for your shorter-run art books, cookbooks, children’s books, and almost any type of color book that might have been targeted for overseas printing? Find out why more and more friends are turning to Walsworth for shorter-run domestic manufacturing needs in future issues.

We will leave you with this question: If you had to design your ideal print partner what would they look like? I’ll throw a thought at you: go beyond just print as you create this ideal partner.

Please share those thoughts with us. We really like to hear them, and we really do use them! You might just see yours in our next issue as we discuss what makes Walsworth a financially stable, progressive, and innovative organization. Stay tuned!



NEWLY RELEASED CATALOGS



**Gerson International
Spring and Summer 2010
Catalog**

Published and Copyright by
Gerson International



Sportsmith

Published and Copyright by
Sportsmith, LLC.



**Corvette America
Vintage Catalog**

Published and Copyright by
Corvette America



Clean Source Product Guide

Published and Copyright by
Clean Source