



SMARTCOMM  
MULTI-CHANNEL SOLUTIONS

PRINT ON DEMAND DIGITAL PRINTING





## WHAT IS PRINT ON DEMAND?

Print on Demand (POD) is the process of digital printing in which materials are printed on an as needed basis. This type of print system is well suited for print runs of stationery such as letterhead, and business cards, catalogues, brochures, manuals, posters and marketing material.

The POD model is vastly different to traditional printing, where large quantities are produced. With POD, print materials are not printed until an order is required, allowing them to be printed singly or in small quantities. In today's economic climate, POD has grown in popularity as it streamlines operations and improves efficiency.

## ADVANTAGES OF PRINT ON DEMAND

It doesn't matter the size of your business, why you want to print something or how many copies you need, with POD you can turn any PDF or Word file into a high quality printed document with ease and efficiency.

### **Advantages to the use of a POD system include:**

**Time** – any material you order is printed and ready for distribution as per the schedule you set as opposed to the prolonged time taken by offset printing.

**Customisable** – each copy is printed separately enabling each item to be customised and personalised.

**Editable** – as materials are not being printed in one go, documents can be updated as needed.

**Storage** – large inventories of print material do not need to be kept in stock, reducing storage, handling costs and inventory accounting costs.

**Amount** – you can order for only the number of materials you require and don't have to order in bulk.

**Waste** – printing as you need and editing documents means little to no waste from unused products or out of date content.

**Costs** – traditional methods are expensive for small printing orders, but by using the POD technique you get a cost effective solution.

**Environmental** – POD is more environmentally friendly as there are only print and shipping costs for materials as needed.





## WHO IS SMARTCOMM?

Smartcomm is far more than a traditional mail house. With over 100 years industry experience, our team of smart communicators are the best in the business and we aren't afraid to boast about it. From your dedicated Account Manager to technical, print and warehouse support we've got your back. Our highly experienced team will deliver expert management of your projects and provide you with multiple campaign options to ensure cost efficiencies.

## SMART1:1 POD TECHNOLOGY

Does your business commonly use stationery items, catalogues, brochures, manuals or other materials? Are you wasting money on stock storage and handling? Do you have to throw away perfectly good printing because the material is unused and out of date? If you answered yes to any of these questions, then our **SMART1:1** Print on Demand system can help.

Organisations often dispose of 25% or more of their materials when they print bulk supplies. With **SMART1:1**'s Print on Demand digital print technology we can ensure your materials are printed on an as needed basis.

**SMART1:1** POD allows you to keep fewer copies of printed items in stock, reducing your storage and handling costs. Plus, with **SMART1:1** POD you can print less which means you'll save money and substantially reduce waste.



## WANT A DEMONSTRATION?

Our committed Account Managers can easily take you through our **SMART1:1** Print on Demand system. We can even bring our technical and production staff for expert consultation to make sure we meet your unique business needs.

Our focus is always on understanding your business from your point of view. Whether you're thinking about a single project or more integrated communications, our **SMART1:1** technology will make sure your marketing dollars work smarter.

*So call us to organise a personal demonstration today!*

## WHY CHOOSE SMARTCOMM?

We believe when it comes to your business, it's quality, not quantity that will give you a competitive advantage. That's why we'll focus on understanding your vision and unique requirements.

Our experienced team will partner with you to gain insight into your customers and their optimal channel journey. We'll then develop integrated marketing workflows and automated multi-channel, 1:1 targeted communications specific to your business and customer needs. This proven approach almost ensures a heightened experience, engagement and response from your customers.



**SMARTCOMM**  
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3/60 Enterprise Place, Tingalpa, Qld 4173

P 07 3393 9555 F 07 3393 9511

[info@smartcomm.net.au](mailto:info@smartcomm.net.au)

[www.smartcomm.net.au](http://www.smartcomm.net.au)