

**EXCERPT**  
**Take This Job and STUFF IT!**  
*A Practical Guide for Document Operations Managers*

**Productivity Suggestions – Printing**

One tried and true suggestion to streamline the digital printing process is to look for ways to decrease page counts. You can save money and increase your throughput by printing documents in duplex or four-plex. Savvy print center managers can take this a step further by working to eliminate unnecessarily printed pieces altogether, such as zero-balance accounts and those with obviously undeliverable addresses. Decreasing the font size by a few points and narrowing the margins can also reduce the average set size of multi-page documents such as statements. This can improve the productivity of the printer and the inserter, and reduce the number of overweight envelopes.

Another productivity enhancer is to batch jobs together if you can. This is especially useful if you run a lot of small jobs on a regular basis. It might not be a requirement to print and mail some of the jobs daily, so check with the business line owners to see if you can store up the data and run them all together once or twice a week. This reduces the amount of time spent doing job changeovers and keeps the printers printing.

***Case Study***

*I had a client that was printing regulatory documents that were required to be provided to their customers. The documents included variable information, so they were printed inline on a cut sheet laser printer. Although they were printed duplex, they were quite lengthy and consumed 5 to 6 sheets of paper each.*

*While the client was legally required to issue the documents, the specific format did not have any stringent specifications. As a result, we redesigned the output by changing to a sans serif five point font and we broke the pages into three columns. The text was still clear and readable, but after the transformation the printing time, inserting time, and cost was cut in half. By reducing the page count they got the job done hours earlier and left more room in the envelopes for marketing inserts.*

***LESSON LEARNED:***

*Just because a document is formatted a certain way doesn't mean that it can't be changed. In this example, the regulatory documents were changed at some point from a pre-printed document into electronic versions. The staff simply transcribed the existing text into Microsoft Word, using the default Times Roman 12 point font and 1.25" margins and called it done. There was no thought or logic applied to the choice of fonts or formatting.*