

■ Case Studies

What our customers say about us

The past

OSPREY
PUBLISHING

Osprey Publishing is the leading publisher of military history. The Oxford-based publisher was founded in 1968 and has over 40 years of experience; Osprey has published more than 2000 titles on a wide range of military history subjects from ancient times to the present day, often featuring full-colour artwork, maps and photographs. Osprey has published a variety of other works including gift books, essay collections and collaborations with national heritage organizations such as the imperial war museums.

Printondemand-worldwide have had a long running successful relationship with Osprey, from 2007 *Printondemand-worldwide* was used to print and replenish short run stock and orders.

Rebecca Smart, Managing Director at Osprey says:

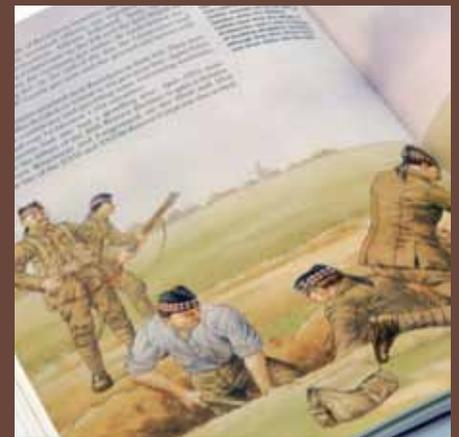
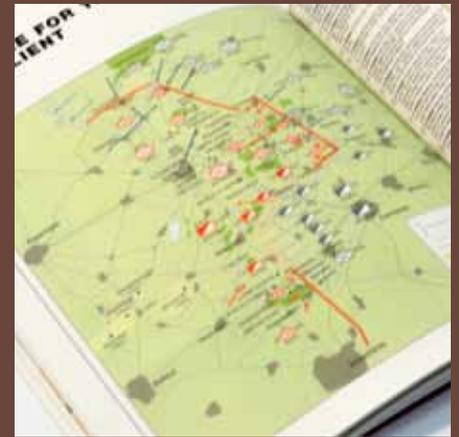
"Printondemand-worldwide are head and shoulders above any other print supply chain partner I've come across. Their flexibility, efficiency and sharp focus on quality make them the ideal partner for any publisher."

The present

In 2012 Osprey announced they were making a sizeable amount of their backlist print-on-demand. More than 400 of their titles were initially made available to trade customers and to the online customer base. However, since Osprey's announcement *Printondemand-worldwide* now print over 1200 of their titles, with more being taken on board each month. These are a mixture of current and backlist titles.

This strategic change for Osprey has come about through a close working relationship with *Printondemand-worldwide*.

Rebecca says, "Over the last few years we have moved closer and closer to a true print-on-demand model and both Andy Cork and his team have been absolutely determined to do what it takes to get us there. Our customers want access to all our books and are discerning when it comes to quality, and *PODW* have ensured we can meet their



Osprey Publishing acquired local history specialist Shire Books in 2007 and in the process took on a backlist of 1,500 titles. These are likely to be transferred into the *Printondemand-worldwide* system in the future, says Rachel.

exacting requirements without having large amounts of cash tied up in inventory and without increasing the selling price of the books."

Quality has remained one of the key focuses for the Osprey and *Printondemand-worldwide* partnership.

Andy Cork, Managing Director of *Printondemand-worldwide* noted that, "*Osprey books are highly illustrated and contain large sections of colour artwork - notable challenges when looking into shifting to a print-on-demand service. Our close working partnership with Osprey has meant that we have been able to hone our process while working on their short-run requirements, and improved technology means that we can now provide a cost effective print-on-demand solution that's gives a product that is virtually indistinguishable from traditional litho printings.*"

The future

Osprey expects to have close to 1000 backlist titles being offered as print-on-demand to UK and international customers by the end of 2013 including plans to have a similar service in place for North American customers in 2013.

Due to the complexity of bringing a backlist of titles back to life, some of which have never been digitalized, means Osprey plan to increase their POD titles by 15-25 every month as these titles essentially have to be rebuilt from the ground up.

Michael Ramalho, Osprey's Global Sales and Marketing Manager commented that,

"A backlist of over 2000 titles is fantastic - but can create stock challenges. The collectible nature of our line of products means that there is continual demand for our backlist titles – even on books that were first published more than 40 years ago. The advancements that we have made in co-operation with Printondemand-worldwide now mean that we can bring back our full backlist into regular circulation, allowing our customers access to a staggering range of military history titles."

Orders are dispatched directly by *Printondemand-worldwide* to reduce shipping and processing times, providing an efficient 3/4 day turnaround from when PODW receives the order to when the consumer has it in their hands.

In 2013 and beyond *Printondemand-worldwide* plan to work with Osprey to continue to offer premium POD, focusing on quality colour printing and fast turnaround so their loyal readers can utilize a greater range of books than ever before!

Looking to Find Out More?

Contact Us

More customer case studies can be found by visiting
www.printondemand-worldwide.com

Alternatively please contact a member of our sales team for more information by e mailing us on publisher@printondemand-worldwide.com or call 01733 237867.

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