

The background of the image is a dark green gradient, transitioning from a darker shade at the top to a lighter shade at the bottom. Overlaid on this background is a white spiderweb. The spiderweb is centered and consists of a central spiral that winds outwards, with several concentric circles and radial lines connecting them. The lines of the spiderweb are thin and delicate, creating a complex, geometric pattern.

# Print Management

- Webs – possibly the Natural Worlds most beautiful (or scary) feat of engineering.
- Did you know that no two spiders’ webs are exactly the same?
- Whilst each web looks very complex, it is designed to suit its environment – perfectly.
- Just as, in our world, no two businesses are exactly the same.
- Every one is a complex mix of needs and wants.
- It follows that if all businesses are different, no two Print Management solutions are the same.
- Which is why CDP are different. We have designed a unique approach to providing bespoke solutions to suit individual business needs.
- For over 30 years CDP have been helping companies adapt, develop, and prosper by allowing them to focus on core business whilst we manage their print needs.
- The Natural World – evolution is no mistake. It’s a process called "Survival of the Fittest".
- The Business World – is it any different?
- Explore CDP’s world and find out why we have helped businesses adapt and evolve...

### Why CDP?

Quite simply because we offer solutions.

We doubt that you need reminding of targets, time constraints, pressure and workloads. Suffice to say "We can help".

### A Single Point of Contact

By giving you one point of contact we eliminate the confusion and complication of processes when dealing with multiple suppliers.

One contact point, one artwork centre, one proofing process, one invoice. Simple but very, very effective.

### Would my business benefit from Print Management?

Probably "Yes!" But just like the spiders web, each business is totally unique and requires a different solution. Since 1974 CDP have been providing innovative and efficient Print Management programmes to allow clients to prosper and grow in an ever competitive marketplace. We believe your business could use our knowledge and experience to adapt and survive...

### Who Said That?

Does business mimic the Natural World? We thought about the connections between us and our environment and we would like to share the more relevant connections with you...

### A leopard can't change it's spots...

...but a business can change its direction and focus on new areas in the blink of an eye. This is where our expertise in managing the ever changing needs of a company's print pays dividends and allows you to save time, effort, and ultimately money.



### You can't teach an old dog new tricks...

...but you can change the way you do things. We help companies become more efficient in their print procurement by providing them with a free "Health Check" on the complete print buying cycle. From this we deliver a White Paper suggesting improved ways to increase efficiencies and cash flows whilst reducing inventory and product obsolescence.

### Running around like headless chickens...

...very few companies know exactly what print costs their business#. Believe it or not, print is vital to

every business. Yet the only time it becomes a major topic is when it goes wrong! So why is print such an important yet difficult product to manage for so many companies? CDP bring order to the whole process through the Health Check by analysing the who, why, what, where, when, & how. From this we highlight where unnecessary costs and time can be reduced and true value added back into your print procurement.

# source IPIA

### The wise owl...

..anyone can get cheap print. But CDP deliver value added print through our TopForm system. We know that accurate and timely management reports are a vital tool for your business. Keeping up with usage trends, stock levels, and multi site costs need no longer be a burden. We do it all for you and give you this information exactly when you want it. And best of all, it's a free service from us to you.

### As the crow flies...

...CDP get straight to the heart of the most common problems associated with print procurement today. Dilemmas such as managing suppliers, stock control, delivery costs, asset management, product obsolescence, quality, service, and accurate reporting. Sounds familiar?

### Birds of a feather...

CDP provide Print Management solutions to almost every market sector. This means that you benefit from a company that has a wealth of experience in virtually every aspect of print and print related services. After all, the ability to adapt has been a key part of CDP's success for over 30 years.

### The king of the jungle

How much buying power do you really have? With CDP's massive purchasing spend we bring true strength when negotiating with suppliers. And it's not just to lower prices, but also to leverage service and quality levels to a new height.

### A smile like a Cheshire cat...

...yes, our processes and improvements have given our clients something to smile about. Not only have we expanded their print knowledge universe, but we have allowed them to focus on their core business whilst we focus on ours – which is Print Management.

### You don't have a dog and bark yourself...

...more and more companies are realising the benefits of outsourcing their print. It is no different to outsourcing IT, payroll, security, catering, or



company cars. Overheads are reduced, knowledge is increased, investment in new technologies is cut, whilst increased performance is gained.

### Stepping into the lions den...

...Print Management can seem a complex business decision to make. However, CDP provide you with all of the information you need to step safely into this key business area – safe & secure, and with a signed guarantee from us on what we will achieve together.

### Where Eagles dare...

...so, where do we go from here? The first step is to look at what you want to achieve from a Print Management solution. From this CDP will provide you with an unbiased appraisal and plan on how to achieve your goals –with facts, figures, and recommendations. The final decision is up to you....

### CDP, the Environment, and you...

CDP are committed to maintaining the balance between manufacturing excellence and the sustainability and renewal of our fragile environment. This affects every part of our business. It also affects your business...

- ✓ All of the paper based products we provide are made from sustainable, managed, and accredited resources, and are 100% recyclable.
- ✓ CDP's Print Management system is designed to reduce waste through dutiful management of the design, product re-engineering, and production processes.
- ✓ All of our Print Management clients benefit from scheduled logistics which not only makes their business more efficient it reduces transport costs and minimises CO2 emissions.

CDP continues to monitor the situation and will suggest more effective, efficient, and "greener" ways to reduce the burden on our environment. If you would like more information on our efforts in this area please go to [www.cdp.co.uk](http://www.cdp.co.uk)

### Additional resources

For more information on all the products and services available from CDP please request a brochure on any of the following:

- Books & Pads
- Computer Stationery
- Cut Sheet laser, Digital, & Ink Jet Stationery
- Data Mailers
- Digital Print
- Envelopes
- Integrated Products
- Pressure Seal
- Presentation Products
- Promotional Products
- Security print
- Self Adhesive Labels

...or visit our web site at [www.cdp.co.uk](http://www.cdp.co.uk)



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**CDP - more than just Print Management**

