

## Case study „Printing in Thailand“

In June we were supposed to pay not less than 1,500 US\$ for a revised issue of our Sanet company brochure. We did not like it! So much for just 1,000 brochures? Some alternative offers did not bring much more than 500 US\$ of savings. They had to be a way!

So the project was turned over to our Sanet office in Thailand. There was not much time left: We needed the brochures within not more than 11 days ready printed and delivered to our office. The owner of our print shop in Thailand studied our briefing: They would have to produce tools for the cover (which had to be designed as a folder for attaching additional documents), meet exactly our pantone-colours, produce a tool to imprint a relief with our logo, print the brochure and assemble content and cover by hand. Not to forget: Our pages had to be covered with a special PVC coating. European customers don't like it shiny!

These all in just 11 days? Our Thai designer and printer looked a little bit „meditative“! Oh yes: we also requested to find some way to attach our name cards and personal profiles to the brochure in a technically predetermined way!

Our Thai partner started to work on a solution: A few hours later he returned to our office together with 2 of his graphic artists and asked us to host them for the next few days. This would make it easier to permanently update us about their progress on design, and to adjust the graphics to our feedbacks. He also brought with him some cutting edge technology by Apple: The CPU and hard disk (with the latest software) integrated into the screen. This unit gave him the flexibility and mobility to work right on spot with the customer.

Three days and some short conferences later the graphical work was done. We had 7 days left for printing, drying, coating and final workmanship. The tools for the cover and the relief were already done! Unfortunately we could not wait as requested to sign a proof, because now the Sanet team was „on the road“ for several days. Our Thai-partner felt a little bit unhappy, when we told him that we would trust in him “100 %”.

Then, 2 days before deadline, the delivery arrived. The result was just excellent: To make sure the original colours he had been printed in rue colours, the whole brochure was produced with a high-tech 6-colour-printing-machine from German machine builder HEIDELBERG, the leading company in this technology. In Germany we would have faced another surcharge of 20 - 30 % for having our brochure printed in 6 instead of the requested 4 colours.

A little bit worried we asked for the price: Of course, they had not been any chance to discuss in advance, and bargaining the price down after having the goods already in hand would have looked quite unfair to everybody. Still, there was no reason to bargain at all: Our Thai partner charged us 8,000 THB (that means around 260 US\$) for 3 days of design work, and the whole project including design and printing amounted to 80,000 THB, which means round about 2,500 US\$.

So, looking back to the offers we had from Germany, we saved not less than 7,500 \$ on just a one thousand 12-pages-brochures. No wonder, when our Thai friend mentioned his business friend and costumer from Germany who came once a year to supervise the



company's' annual mail-order catalogue being printed in his shop. „He just comes for half a day when he arrives in Bangkok, then, 2 weeks later he returns to see the final proof. In the meantime he usually relaxes for 2 weeks at the Phuket beach!” he reported. This German guy seems to have good experiences with Thai-German co-operation.

Our result: With no more risk than in Germany at IGI-Graphics in Bangkok you may easily save 50 % on printing or 70 % on artwork for brochures and catalogues. Of course, some efforts on briefing and some readiness to take quick decisions on spot are necessary.

We will feel glad to bring you in contact to IGI and its management. Just contact Sanet to the contact form on our homepage [www.sanet.eu](http://www.sanet.eu) or e-mail to [info@sanet.eu](mailto:info@sanet.eu).