

MDL: Always one step ahead

Print on Demand

Print on Demand is revolutionising the book publishing industry and MDL is working with key suppliers to allow its clients to fully exploit this technology.

Publishers can:

- extend the range of titles available for customers to order
- keep any title available at minimum cost
- manage stock levels so that selected titles rarely go out-of-stock.

MDL has 7,000 titles set up with Lightning Source, Antony Rowe (part of the CPI group) and Martins the Printers. On average it prints over 5,000 individual copies per month.

The true **print on demand process** allows a single copy of a book to be printed as required and despatched to a customer. Consequently titles can be kept available without any storage costs.

The **stock trigger level process** allows an order for a pre-set reprint quantity to be automatically placed with the printer when stocks drop below an agreed level. As a result, MDL can cater for slow selling titles that do not justify sizeable reprints, but which sell too many to justify true print on demand.

The result is that a wider range of product is available to the customer.

The Future

- continued improvement and streamlining of the processes, working together with the Printers
- supply of the product direct to customers from the Printer when the volumes are appropriate and cost-effective
- potential globalisation of print-on-demand by using a variety of print on demand Printers in different countries round the world.

