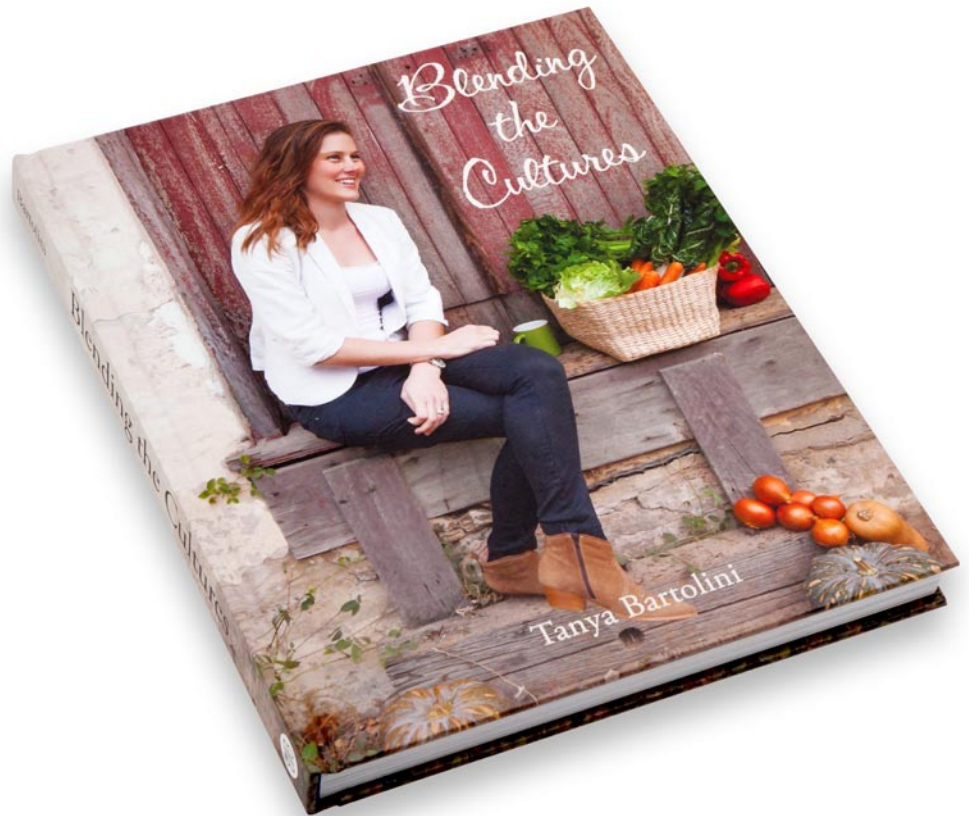


CASE STUDY

Local Cook's Debut Cookbook



BACKGROUND

Tanya Bartolini from The Kitchen Bench approached us earlier this year to discuss the printing of her debut cookbook entitled 'Blending the Cultures'. We presented a few different formats ranging from soft cover, perfect bound to case bound with dust jacket. In the end we both agreed a hardcover thread sewn option was best. This would enable the book to be opened flat on a kitchen bench while people worked their way through the recipes. Because of the larger quantity required we deemed the project more economical to print with one of our offshore suppliers.

ACTIONS

We were able to achieve a price point that made it viable for Tanya to promote and sell her first self-publishing project. We guided our client and her designer through the thorough checks and balances we have in place for all of our offshore printing jobs. This involved (in order), production of an unprinted dummy of the book, flightchecking of artwork, supply of hardcopy proofs, samples of printed pages before binding and finally advance copies of the finished book for approval before shipping of the full order.

RESULTS

As a result of her own well planned marketing strategy Tanya has sold almost half of her books within three weeks of them arriving in Australia. If you would like to find out more about 'Blending the Cultures' please [click here](#).