

# Leveraging Logistics

As logistics becomes one of the most critical portions of the print mix, Brown has been able to leverage the strengths of our employees to excel in this arena. Brown Printing is proud to announce the promotion of Pat Bayer to the position of Director of Brown Logistics Services. Pat has held many positions throughout his career at Brown, most recently as Finishing Manager at Brown's East Greenville, PA facility. In this position, Pat has been instrumental in bringing state-of-the-art stitching and binding equipment to Brown as well as developing employee recognition programs designed to recognize and reward the extraordinary efforts of Brown's employees. Pat's forward-looking perspective and passion will be valuable assets to Brown Logistics Services and our customers.

As Director of Brown Logistics Services, Pat will lead an established team of distribution professionals across Brown's three manufacturing facilities and state-of-the-art co-mail facility. This team is responsible for the distribution of over 2 billion books annually and solutions, including:

- Co-Mailing, which has led to savings of over \$7.5 million for our customers
- Co-Palletization, which eliminated 500,000 sacks in 2007 alone

- Co-Manufacturing options for customers that do not require co-mailing
- Mixed Class Co-Mail

"With distribution and postal costs on the rise, Brown will continue to be an innovator in the industry and drive down total distribution costs," explained Bayer. "By analyzing individual distribution plans, we can develop creative solutions to meet needs and reduce costs resulting in an improved bottom line."

As distribution services play an increasingly important role in the production cycle, Pat and his team will continue to innovate



and deliver cost-saving initiatives to improve bottom lines as well as champion the cause of our customers in industry forums nationwide.

Pat looks forward to working with customers to address their distribution needs. If you would like to stay up to date on all the latest distribution news, please e-mail [erv.drewek@bpc.com](mailto:erv.drewek@bpc.com) to be added to Brown's biweekly Distribution Directions e-newsletter.

## Brown Printing Sales Offices

Brown has made some changes to our sales offices. Please contact one of our knowledgeable sales teams to discuss your printing needs.

### East Coast Offices

Atlanta, GA	770-625-4908
East Greenville, PA	215-679-4451
Fairfax, VA	703-385-3385
New England	603-886-4891
New York, NY	212-782-7800
Red Bank, NJ	732-530-1379
West Palm Beach, FL	561-630-1441
Wickford, RI	401-295-1145

### Midwest Offices

Burnsville, MN	952-898-7500
Columbus, OH	614-777-0303
Dallas, TX	972-478-4312
Waseca, MN	507-835-2410
West Des Moines, IA	515-327-8975
Woodstock, IL	815-338-6750

### West Coast Offices

Santa Monica, CA	310-392-3705
Walnut Creek, CA	925-295-1640

**BROWN**

a Gruner+Jahr Company

**Advantage**

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## From Concept to Completion

What a difference a year makes. In June 2007, Brown Printing's Woodstock, IL facility approached our parent company, Gruner + Jahr, with a plan to expand the plant and add new equipment. By September of 2007, Woodstock was breaking ground on the 40,000-square-foot expansion. The centerpiece of this project—a new Goss Sunday 3000 2x8 stacked press—delivers the state-of-the-art technology found on all our presses, including automated ribbon, color and register controls, and virtual proofing. The stacked press configuration was designed to accommodate four units on the main level and four units on the mezzanine level. The expansion plan also provided room for a new binder and stitcher.

The basic structure of the building expansion was in place by the beginning of December and construction continued throughout the winter months. This April, Brown began the installation of the new equipment, and on July 10, 2008,

the equipment went live. "In one year—from concept to completion—everything we've planned to enhance the Brown experience has come to fruition," said Bill Gallagher, Vice President and General Manager of Brown's Woodstock division. "The enthusiasm and optimism here are very high and we are looking forward to the new opportunities it can provide to our customers."

The expansion and new equipment, which increases Woodstock's capacity by 35 percent, will have a large impact on Brown's customers. It offers the ability to produce 64 pages in one pass, expanding upon the existing 48-page platform. "In an aggressive marketplace," said Gallagher, "this expansion provides efficiencies and options that put customers in a very competitive position. We want our customers to experience the latest in technology and offer them the quality and service to help them grow their business."



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P.O. Box 1149, Woodstock, IL 60098

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# Traveling the World with the Travel Corporation

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Next time you pick up a travel catalog featuring a cruise to the Caribbean, a bike trip through Europe, or an African safari, it may have been printed by Brown. The travel industry is a growing segment that Brown serves. "The travel industry is growing," said Brown Sales Representative Jim Murrell. "Brown has been able to offer sound solutions and services that fit the needs of the travel industry."



Three years ago, Brendan Tours Worldwide, a subsidiary of The Travel Corporation, began printing with Brown. Last year, Brendan Tours referred Brown to Travel Corp., which is based in London, England. "The Travel Corporation is one of the largest travel companies in the world, with fifteen travel subsidiaries," explained Murrell. "Each division specializes in a particular tour demographic."

At Brown, our customers span a variety of market segments, which gives us

unique insight into effectively producing our customers' work. "For The Travel Corporation, we had to think outside the box regarding their distribution to specialized fulfillment houses and travel agencies worldwide" states Murrell. "Brown Logistics created a distribution plan that made extensive use of LTL and consolidated trucks to meet tight delivery windows."

In addition to a unique distribution plan, The Travel Corporation has specific quality marks. "The Art Directors and Production Directors want their catalogs to stay true to the locals they represent" explained Murrell. The catalogs are also printed in several locations worldwide, and consistency between each printer on the worldwide platform is crucial.

Brown's B.Direct system allowed for a content-proofing solution that The Travel Corporation could easily access from anywhere.

Another quality marker for The Travel Corporation is paper. "Brown worked with The Travel Corporation to investigate paper that was high quality as well as environmentally friendly" states Murrell. The customer chose a PEFC-certified paper, and we expedited our PEFC Chain-of-Custody certification to allow the customer to place the PEFC logo on their final product. The Travel Corporation will be the first customer to use the PEFC Chain-of-Custody Certification at Brown.

## At Your Service



When Brian Johnson accepted the position of Customer Service Manager of Brown's Woodstock facility, he brought with him skills he learned as Manager of the Scheduling Department.

"Scheduling is very fast-paced," said Johnson. "Things are constantly changing and you learn to think on your feet." Johnson brings this approach with him to the customer service group. "We're constantly analyzing situations and looking at them from all angles," he explained. "We have to think outside the box and come up with innovative solutions for our customers."

Johnson believes in the importance of open communication, both internally and externally. "Customer Service Representatives are the eyes and ears of our customers," said Johnson. "We need to be in constant contact with our customers to deliver a quality product in the most efficient manner."

For Johnson, the key to success is teamwork. He believes in working together—with manufacturing, with sales, and, most importantly, with customers—to create seamless experiences. Often times that means taking a new and innovative approach to ensure an end product that everyone is proud of.

"There are a lot of printers out there," according to Johnson. "Service is our differentiator. We deliver the best service possible, and the relationships we build make us more than just a printer; they make us your partner."

## Head of the Class

The educational market has continued to show substantial growth, and Brown is proud to partner with some of the largest and most prestigious educational publishers. Bob Ezequelle, Sales Representative for Brown, handles *Harvard Magazine*.

*Harvard Magazine* has been published since 1898, and connects the alumni of Harvard to the University and to each other. The magazine brings Harvard's most interesting research and thinking to its readers. Unlike outside publications, *Harvard Magazine* has an insider's perspective; providing substantive content, thoughtful commentary, and informed discussion, with an occasional bit of wit and irreverence. "It's different

from the classic alumni association magazine in that it takes on global issues," Ezequelle explained.

When moving to Brown in 2002, *Harvard Magazine* had been with their previous printer for more than 20 years. They initially chose Brown for a variety of reasons. "Brown impressed us with their state-of-the-art technology and had competitive pricing," explained Catherine Chute, Publisher for *Harvard Magazine*. "The presses are modern and they allowed for increased efficiencies in the bindery area."

"I brought them to Brown's Waseca Division, introduced them to the people, showed them the technology and they were convinced," said Ezequelle.



"*Harvard Magazine* is very tech savvy. They are very progressive on the front end, and an early adopter of soft proofing and B.Direct."

For Ezequelle, it's about offering more value, and doing what's right for the client in the long term. According to Ezequelle "Harvard has the smartest people in the world, and they picked Brown."



**PEFC**  
PEFC/29-31-67

## CERTIFIABLY GREEN

At Brown, being green isn't a recent trend. It's an ongoing commitment that's been part of our history for the last fifty years. That's why we're proud to have received the PEFC Chain-of-Custody Certification across all three of our printing facilities. With this certification, we can assure our customers that the wood and paper products they purchase promote the sustainable management of forests worldwide.

"PEFC certification is important to Brown as part of our overall environmental commitment," explained Jill Tobin, Director of Marketing & Strategy. "It allows us to provide more value to our customers and help them develop their brand."

As more customers look to become environmentally conscious, Brown offers ways to help them achieve those goals. "We are willing to step back, see what options are

available, and help our customers make choices that are good for business and good for the environment," said Tobin.

Brown is continually investing in and adopting processes and practices that promote a green initiative. These include Virtual Proofing, co-mailing, reusing printing blankets and re-filtering and blending ink. "Our plants offer the latest technologies that allow us to minimize waste, reduce our power consumption, and lessen our impact on the environment. It is a perfect example of how serious Brown is about the environment," added Tobin.

In addition to the PEFC Certification, Brown has been awarded the Forest Stewardship Council and Sustainable Forestry Initiative Chain-of-Custody Certifications. These allow Brown's customers to choose certified paper for all their printed materials.