

The Need for Speed in Commercial Printing

by Jeff Heyman

VP Product Management and Business Development, FedEx Office

Speed to market has always been important at FedEx Office, but when I was first hired, our businesses, and our customers, hadn't yet fully shifted to today's real-time way of working and living.

Today, new technologies and business models have completely transformed the way we think about speed. Whether creating a competitive advantage or reducing the cost of doing business, the ability to move quickly has become a primary driver of success.

Whether creating a competitive advantage or reducing the cost of doing business, the ability to move quickly has become a primary driver of success.

This need for speed has certainly affected the way we think about commercial printing at FedEx Office. We've heard our customers loud and clear when they tell us we need to be agile so they can better respond to market conditions, capitalize on revenue opportunities, and grow their businesses.

And that's why we offer an unmatched approach to commercial printing.

The old way, which much of our industry still works within today, involves building a large commercial print facility where most or all of the print production work occurs, then shipping the finished print work to its point of use. So, if the printing is happening in Chicago, for example, and the points



of use are Los Angeles, Dallas, Charlotte, and Kansas City, you can imagine the time and expense involved in getting the work into the hands of the people who need it.

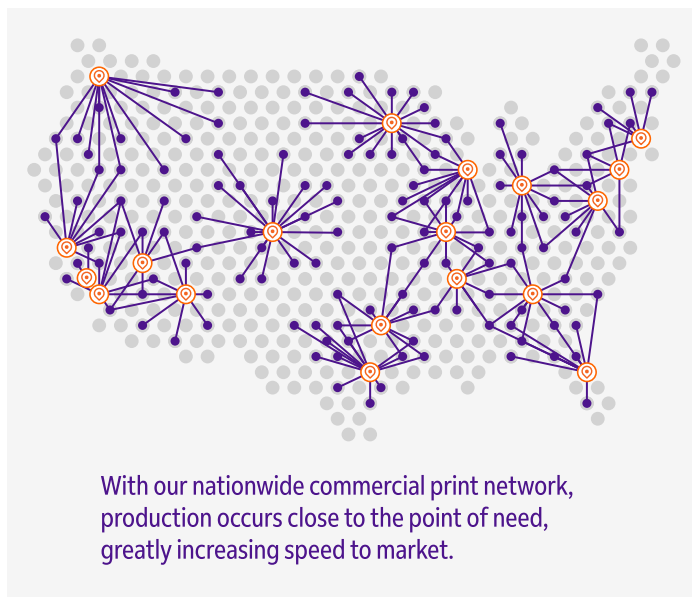
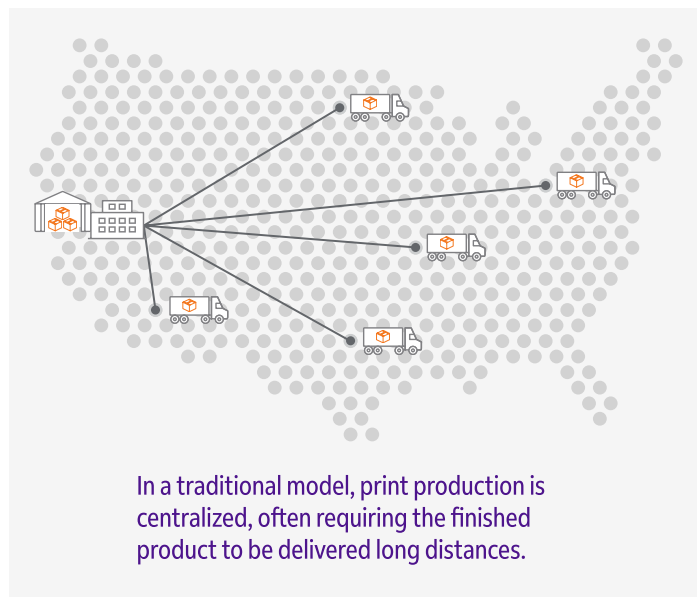
FedEx Office has invested hundreds of millions of dollars in a nationwide commercial print network.

FedEx Office has invested hundreds of millions of dollars in a nationwide commercial print network — 19 facilities strategically located across the United States. And from our centralized Network Operations Control Center in Plano, Texas, we have real-time visibility into network capacity, inventory, equipment, and more. This allows us to instantly redistribute projects to maximize speed of delivery. Most times, that means moving the work digitally to our commercial production center closest to the customer's point of need so that the finished product only needs to be moved a short distance via our FedEx transportation network.

And because each of our production facilities uses the same advanced equipment, including high-speed digital presses, automated binding and finishing equipment, and wide- and grand-format printers, we're able to maintain high levels of quality and consistency.

From our centralized Network Operations Control Center in Plano, Texas, we have real-time visibility into every aspect of our commercial print network.

The Need for Speed in Commercial Printing



Here's a great example of how our commercial print network drives business results.

We once received an urgent request from a national retailer that needed replacement signage for Black Friday produced and delivered to 4,500 stores nationwide in less than five days. For a traditional printer, it would have been almost impossible to pull off, and very expensive. But thanks to the power of our network, combined with our FedEx transportation network, we were able to print and deliver in just 48 hours, enabling the client to more effectively sell high-value items on one of the most important selling days of the entire year.

FedEx Office by the numbers


19
dedicated print
production
facilities


12k
digitally connected
printers


2000+
FedEx Office
locations


30+
commercial print
experts in our Hub
of Excellence


40+
years of print
experience

To learn more about the ways we're helping our commercial printing clients supercharge their speed to market, chat with me on LinkedIn, talk to your FedEx Office representative, or visit fedex.com/intheknow.