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July 25, 1984

ADVANTAGES VS. DISADVANTAGES OF HOLMAN DOING ALL PRINTING

I. ADVANTAGES

A. Convenience

1. Press will be at your disposal
 - a. I can print the color prints before arrival of ms. material, thus leaving plenty of time to complete project on schedule.
2. Logistics Simplified
 - a. I can be responsible for all paper and printed materials to the project.
 - b. Instead of installing press in my storage room, I have decided to place it in pressroom, leaving plenty of storage space available.

B. Quality

1. Color will be printed with the world's best equipment--a Heidelberg 2-color press
 - a. Less problems with ink trap
 - b. unquestioned quality and reliability of press insures accurate register, ink dispersion, and capability of 200-line screen work.
2. Color will be printed by a craftsman, not a union worker
 - a. care, taste, and quality further assured.
3. All prints guaranteed for quality--I will rerun at my cost any print found unacceptable.
 - a. Who could find a better deal?
4. I will use a 200-line screen, which gives a finer definition of detail than the lesser-numbered screens.
 - a. Blanks would fudge at using a 200-line screen, and their scanner probably can't give them such a screen anyway.
5. Top-quality, state-of-the-art separations
 - a. 200-line screen
 - b. I doubt if any in-house scanner will equal the quality of a scanner used by a company who specializes in color separations for the printing industry and ad agencies.

C. Your Time

1. Allows you more time to pursue profit rather than babysitting the printers for 3 months. After approving color proofs, you can relax with the knowledge that what you see on the proof will be accurately duplicated on the paper.

D. Marketability and Status of the Book

1. The value of the book is enhanced with me doing all printing. The project will have more status, and prospective buyers will have more confidence in the product because it will be simpler to understand and be more consistent with the statement that the book is "finely printed".
 - a. I have had several inquiries as to why I wasn't printing the color prints.

It confuses people that I am only printing 'part' of the book, and this confusion does not lend itself to confidence in the project. Gaining buyer confidence in the product should be of utmost importance.

- b. A "commercial printer" such as Blanks will not lend status to the book. If anything, their contribution is not an asset, and references to their work should be downplayed.
- c. The book will appreciate in value at a faster and higher rate if I do all the printing. Blanks Engraving will not help the appreciation in value. Libraries, collectors, Museums, galleries, etc. will relish the fact that I did all the printing. Historians will not forget that fact either.

E. Cost and Profitability

- 1. If I get the color work, I will do the work for 15% less than Blanks. This will save you \$22,770!

46x\$3300=\$151,800, less 15%=\$22,770, gives new cost of \$129,030 for all color

+ 82,900 for letterpress
\$211,930
+ 13,000 for letterpress ppr
total of paper and printing \$224,930

- a. Hopefully my advice towards Craig could save you 25%, lowering your unit cost to \$150. This will save you $525 \times 50 = \$26,250$. Thus my efforts to increase your profit will save you a total of \$49,020.
- b. Your total budget(If Craig will accept \$150):

\$78,750	total binding (525 x 150)
+ \$224,930	total paper and printing
= \$303,680	total costs

II. DISADVANTAGES

A. High down payment

- 1. 50% of total printing costs=\$112,465 would be required to get the equipment and be ready to print. 25% would be needed upon receipt of ms.=\$56,232; Last 25% due upon completion. Even with these figures, I will be supplementing the costs of production with my own borrowed money.

III. REBUTTAL TO DISADVANTAGES

Despite the high initial costs, the savings in your time and money over the next several months is substantial and cannot be overlooked. The guaranteed quality and the confidence you have in my work makes the decision to allow me to undertake all the printing even more attractive. You get a better product at a better price without the worry that someone is going to make mistakes on the press. What does the operator of the press at Blanks(and he controls 75% of the quality) know or care about your work?

Sincerely,

David
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