

PRINT ON DEMAND

Printing from 1 copy to thousands

With our Print on Demand (PoD) offering, we catalogue your ISBNs, holding them as 'live' and available to print copies whenever you need them. With PoD you can order anything from single copy, book of one, to thousands.



CPI PoD production for soft and hard covers is located directly inside the logistics centre of Zeiffracht Medien GmbH in Erfurt. Orders are produced either same day, or overnight and delivered to booksellers the following day.

All PoD suitable print data stored by the publisher at CPI can be easily activated in the order catalogues of Zeiffracht Medien. All online booksellers as well as more than 4,000 stationary booksellers have access to these.

The concept

We offer two types of print-on-demand solutions.....

Print-on-Demand with Zeiffracht Medien GmbH:

- The publisher has a contract with Zeiffracht Medien
- The bookseller orders and buys the book from Zeiffracht Medien
- Zeiffracht Medien remits the sales proceeds (retail price minus trade discount and print costs) to the publisher

Print-on-Demand with CPI books GmbH:

- The publisher orders the books directly from CPI
- CPI prints and delivers the books to end customer
- The publisher is invoiced directly by CPI for the print costs

Advantages

- UK, US and other international publishers can print locally and eliminate the cost of shipping into the German market.
- Dramatically improved speed to market, ensuring every sale is recognised in real time.
- Reduction or elimination of obsolescence by printing to actual demand, rather than excess working capital sat in the warehouse.
- Existing PoD catalogues held in CPI UK or CPI Germany can be utilised, and print files only need to be set up once for multiple channels.
- Eliminates all warehousing cost, substantially reducing waste.
- Delivers publishers a key sales channel whilst supporting carbon footprint reduction objectives.

For Trade publishers we can offer trade stocks for paperback product in formats up to 200 x 130mm. We can also offer these and all other ISBNs via **Gardners wholesale in the UK.**

CPI



ZEITFRACHT MEDIEN

Soft Cover / Paperback

Format:

From 180 x 100mm up to 297 x 210mm

Book block:

Mono & 4 colour

Cover:

Mono or 4 colour, 4/4

Binding method:

Perfect bound

Cover lamination:

Matt or Gloss

6 Papers:

Offset, Bookwove & Coated

Hardcover

Format:

155 x 105mm up to 297 x 210mm

Book block:

Mono & 4 colour

Cover:

Mono or 4 colour, 4/4

Endpapers

Matches the paper stock

Binding method

Roundback or Straightback PPC

Cover lamination:

Matt or Gloss

6 Papers:

Offset, Bookwove & Coated

Contact

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