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Print Management Firm Can Help You Win Lucrative Government Work

by Deborah Snider, Senior Vice President, Government Print Management, e-LYNXX Corporation

Print suppliers that have not looked at working with the U.S. Government Print Office (GPO) should, Those that have looked but have not sought GPO work should look again. There is lucrative business at the GPO to be had, especially for the 30% of the time that the average print supplier has no work scheduled... meaning no income to offset expenses.

Governmental process and procedures can be intimidating. It is more complex than work on non-government sector jobs. However, a professional government print management firm knows the ropes and can help by providing advice and counsel about how to work with the GPO and state and local governments. It is important to note that a government print management firm specializing in the GPO is very different from a GPO bid service that basically just posts bid solicitations it gathers off the Internet.

At Government Print Management, we offer a complete spectrum of services – GPO registration and certification, training and development, customer care and technical support, solicitation targeting, pricing development guidance, bid submission and follow-up, legal consultation, invoicing and prompt collections and direct representation to government entities. All of this is supported by a staff of experienced print professionals and the industry's most extensive repository of historical project data.

Sometimes print suppliers shy away from government work that is readily available through the GPO because of misinformation about needing to be a certain size or needing to be able to produce a certain quality of work. The truth is printers of varying sizes and quality levels win GPO work all the time. While the typical GPO job is for less than \$3,500 others can be for hundreds of thousands of dollars. Likewise, some finished products must be museum quality, while others are professional marketing, commercial print or duplication quality.

To become an eligible GPO contractor and submit proposals for work, a printer must register with and be certified by the GPO. Government Print Management facilitates all the details associated with this process and cuts through the red tape. We work with clients to make sure they are certified at the appropriate quality level (GPO levels I through V). Since suppliers are only eligible to bid on opportunities classified at or below their quality level rating, it is imperative to receive the highest achievable certification level. This is followed by training and development and our on-going customer care and technical support. Our services complement the client's sales and operational capabilities and act as an extension of the client's business.

A printer that knows how to competitively buy paper and other materials and how to operate effectively, is adequately capitalized and realistic about what it can produce, can increase revenues and profits with GPO work. If a profitable print supplier averages 4% profitability before GPO, adds a professional government print management firm to manage the relationship and sales process, and then adds the appropriate work, that supplier can increase its profitability by adding 10 points or more to its bottom line by filling otherwise idle production time.

The key to this is viewing government as a secondary market, seeking the right work, and knowing what to do with it after you get it. Government Print Management is the ticket. We have helped many printers become successful. And we are exclusively endorsed by the Printing Industries of America (PIA).

About Deborah Snider

Deborah Snider is senior vice president of Government Print Management, a division of e-LYNXX Corporation - the leading print management firm in North America. Mrs. Snider is a graduate of Central Penn Business College and has headed Government Print Management and its predecessor since 1984. Government Print Management represents the majority of successful printers that work with GPO. The firm is commission based and specializes in helping printers to smooth their way to GPO related profitability. Government Print Management is exclusively endorsed by Printing Industries of America (PIA). She can be reached at 888-876-5432, through the web site at www.GovernmentPrintManagement.com or at Deborah.Snider@GovernmentPrintManagement.com.

**About e-LYNXX Corporation**

e-LYNXX Corporation, the North American procurement authority, is exclusively endorsed by *Printing Industries of America (PIA)* and *Educational and Institutional Cooperative Purchasing (E&I)* and recognized as a top 100 procurement firm by *Supply & Demand Chain Executive*. Founded in 1975, e-LYNXX has three divisions. ● American Print Management provides enterprise print procurement solutions and patented competitive methods to reduce costs for direct mail, marketing materials, packaging and other procured print. Results include enhanced quality and service levels, efficiencies, process control, transparency and procured print cost reduction of 25% to 50%. ● Patented Procurement Method grants patent licenses for supply chain optimization. Results include substantial reduction in existing costs of competitively procured goods and services. ● Government Print Management offers U.S. GPO bid services, access and assistance. Results include filled downtime, operational stability, improved cash flows and increased profitability. www.e-LYNXX.com – 888-876-5432

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