

August 16, 2011

Use the Best Tools to Win GPO Work

by Deborah Snider, Senior Vice President, e-LYNXX Corporation

Using tools designed for a specific job can make the difference between the job being completed successfully... or not. That is certainly true with household projects. For starters, it helps to know where to find your tools, have them in one place and organized. When you need that phillips head screwdriver, you want to be able to put your hands on it and not waste time looking for it. Construction professionals depend on tools designed for specific jobs, and they keep them organized so they are easily accessible because time is money to them.

The same is true for printers seeking work through the United States Government Printing Office (GPO) which awards millions of dollars in federal government printing to private sector printers each year. Last year, the total was \$358 million to more than 1,700 printers of all sizes across the United States.

Successful GPO printers, those that develop GPO as a profitable secondary market, do it with the aid of tools that are, in some cases, required and, in other cases, optional. The optional tools provide a competitive advantage. The most comprehensive resource for printers seeking GPO work is found at <http://www.e-lynxx.com/GPM/GPOBidServices/ProvenProfitBuildingModel.aspx>. Provided on this site are the steps for winning GPO work – registering with GPO, identifying and targeting opportunities, developing pricing, and preparing and submitting bids. What this site does not provide, but what clients of Government Print Management do gain, is access to a secure online link that offers:

GPO PUBLICATIONS, FORMS AND CONTACTS – Rules, regulations and standards for printing federal documents are provided in detail in this tab on the site's opening page. To begin with, every printer seeking GPO work must be qualified to bid on work at one or more of five quality levels ranging from functional to museum quality. The printer can only bid in the categories for which it is qualified so it is important to work with GPO experienced print professionals who know how to get you qualified for the highest levels possible. Information on how to contact GPO officials also is given at this tab.

JOB AND PROGRAM SOLICITATIONS -- Once GPO qualified, it is essential to obtain daily every available GPO bid opportunity that matches your capabilities. All available jobs are put out for bid by GPO's offices in Washington, D.C., as well as GPO offices in Atlanta, Ga., Boston, Mass., Charleston, S. C., Chicago, Ill., Columbus, Ohio, Dallas, Tex., Denver, Colo., Hampton, Va., New York, N. Y., Oklahoma City, Okla., Philadelphia, Pa., San Antonio, Tex., San Diego, Calif., San Francisco, Calif., and Seattle, Wash. Only one firm, Government Print Management, subscribes to GPO's comprehensive jobs listing service that provides this information. In the Solicitations Tab, these opportunities may be organized in a number of ways -- quality, quantity and opening date to note a few. Also, a quick synopsis of each one-time job or multi-year program is provided so the printer can determine whether it is a fit for its capabilities and production availability.

AMENDMENTS -- The Amendment Tab is a key reference for a printer that is bidding on certain large jobs or a single or multi-year program because it alerts the printer to specification changes made by GPO since issuing the initial request for bids. *It is the printer's responsibility to keep track of amendments.* Jobs have been lost by printers that have not kept track and have not made the required change before submitting a bid.

GPO ARCHIVAL INFORMATION -- The Search Tab and the Comparative Bidding Tab provide invaluable analytics not found elsewhere. The Search Tab makes it possible to access Government Print Management's database of 4 million plus GPO job/program histories and research them by titles, job numbers or program numbers. The Comparative Bidding Tab shows statistics over the past 60 days of a printer's GPO winnings, the next bidder and its price and the percentage by which the job was won. Similarly, lost opportunities are provided with winning bid information including the price and the percentage by which the job or program was won. This information provides a real competitive edge when a printer is developing its bid for GPO review.

Once a printer starts winning GPO work consistently, it can expect to increase its profitability from an industry average of 2%, before GPO work, to 14% or more afterwards. Those percentages are based on a printer working with an experienced GPO bid service firm, using proven tools and services developed for printers seeking GPO work, identifying open production capacity and discounting prices to fill non-productive, non-revenue generating schedule openings.

Winning GPO work consistently is key, because unless GPO is developed as a secondary market production utilization cannot be increased from a print industry average of 70% and dwindling to full utilization of 90% to 95% by filling what would otherwise be down time.

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 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 patented the technology integral to e-commerce. Endorsed by Educational & Institutional Cooperative Purchasing (E&I) and Printing Industries of America (PIA), e-LYNXX drives results through its three divisions. • AVS Technology™ licenses the patented* automated vendor selection procedure used in e-commerce and procurement systems. • American Print Management provides web-based system, services and patented AVS Technology™ to reduce substantially the procured costs of direct mail, marketing, publications, packaging, labels and other procured print. • Government Print Management offers effective U.S. GPO bid services and strategies. www.e-LYNXX.com – 888-876-5432

*U. S. Patent No. 6,397,197, Patent No. 7,451,106, post-*Bilski* Patent No. 7,788,143, and Continuing Application 12/855,423 (collectively, the AVS Technology™) – This thicket of patents covers all custom goods and services, not just print. To inquire about licensing, contact Anthony Hawks at 888-876-5432 or Michael Cannata at 905-773-2207.

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