

NEWS RELEASE

November 18, 2008

Working with the U. S. Government Printing Office Will Improve the Bottom Line *10 percent or more in gains reported when working with print management experts*

Print suppliers who have not looked at working with the U. S. Government Print Office (GPO) should, according to Deborah Snider, senior vice president of Government Print Management, a division of e-LYNXX Corporation. Those who 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 percent 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," she said. "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 GPO is very different from a GPO bid service that basically just posts bid solicitations it gathers off the Internet."

Often print suppliers shy away from government work that is readily available through the GPO because of misinformation. Some are passing up steady business that is profitable based on myths – myths about the GPO, Snider emphasized.

One of the most common is "GPO jobs are too big or too small for my business." Neither is true. For those interested in the big job, there are print suppliers now who earn enormous sums of money from the GPO by winning only a handful of single-award jobs during any given year. For example, a job for the Internal Revenue Service could be awarded for hundreds of thousands of dollars. One the other hand, a supplier who prefers small jobs in the several thousand dollars per job range can find plenty of GPO work. Millions are made that way every year too.

Another myth is "GPO work is produced by low quality printers." High or low quality is not the issue in GPO procurement. Because the GPO is the only vehicle through which federal government agencies buy their work from private sector printers, quality requirements vary widely. Some finished products must be museum quality while others should be professional marketing, commercial print or duplication quality. The printer must know its capabilities, not stretch what it can do. The printer must bid for the work on which it can do the best job and make a profit.

"The work is awarded at prices below my paper cost." This myth can be dispelled with some common sense. The printer must know how to competitively buy paper and other materials, operate effectively, be adequately capitalized and be realistic about what it can produce to get successful results and gain more GPO business. This is no different than bidding on non-government jobs. The complexities arise with the details, and that is where professional government print management experts can help the printer stay clear of problems. Help is available for specification interpretation, program review, in-depth pricing analysis, cutting through governmental red tape, preparation of submission packages, invoicing and prompt collections assistance, negotiation and legal consultation services and direct representation to the government.

Managed properly, GPO print jobs will improve profits. "The bottom line is this," Snider said. "If a profitable print supplier averages 4 percent 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 the bottom line by profiting from otherwise idle production time."

The key to this is being willing to seek work that can be produced when nothing else is scheduled. The print supplier must look beyond the myths of working with the GPO to the reality of increasing profits.

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

About the U. S, Government Printing Office (GPO)

Founded in 1813, the U.S. Government Printing Office's core mission is *Keeping America Informed* as it supports the work of the executive, legislative and judicial branches of the federal government. The GPO is the federal government's primary centralized resource for gathering, cataloging, producing, providing, authenticating and preserving published information. That's just about everything printed for the federal government. Further, as required by Title 44 of the U.S. Code, all federal agencies are required to use GPO to procure their printing.

Unlike most federal agencies, GPO operates much like a business, as it is not only reimbursed by its federal agency customers for the cost of work performed, but the GPO also receives from its federal agency customers a service fee which is based on a percentage of the work procured. Additionally, the GPO sells printing to its customers and this is done at the huge GPO printing facility in Washington, D. C., in direct competition with the private sector.

The GPO awards its procured contracts through a bidding process. With more than 10,000 printers registered to bid on GPO work, it would seem that competition is fierce for the more than \$400 million in jobs the GPO awards each year. The good news is only about 400 or so printers are active bidders, allowing room for additional competition.

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