

Case Study – How a Top Pharma Brand Saved \$1M with Print-On-Demand

The Challenge

A leading pharmaceutical company faced a major financial shift as several of its drugs approached patent expiration, threatening to reduce revenues by nearly **70%**. The company sought **innovative ways to cut operational costs**—specifically in **print, fulfillment, and inventory management**—and turned to **Hibbert as a trusted partner** for a strategic solution.

The Process

Hibbert's Managed Services team conducted a deep-dive analysis of the client's entire print inventory and uncovered a major inefficiency:

- **A significant percentage of materials were printed, stored, and rarely used—eventually being discarded.**
- Our team performed a detailed **cost-savings analysis**, identifying opportunities to transition low-movement items to a Print-on-Demand (POD) model.
- We presented **high-quality POD** samples produced on our state-of-the-art Digital Presses, showcasing flexibility without sacrificing quality.

The Solution

Recognizing the potential for substantial savings, the client committed to shifting 30% of their collateral items to Print-on-Demand. Hibbert immediately implemented a three-pronged approach:

- **Inventory Optimization:** Conducted a cost analysis to determine which materials should be converted immediately vs. transitioned over time.
- **Education & Enablement:** Trained marketing teams and agency partners on best practices for efficient Print-on-Demand setup, ensuring an easy transition.
- **Data-Driven Decisions:** Developed a custom POD calculator, allowing brand teams to forecast usage and identify ideal candidates for Print-on-Demand based on real-time data.

The Results

Within the first year, Hibbert **surpassed expectations**:

- **Reduced print waste and storage costs** ahead of schedule, with **20% of inventory already optimized for POD.**
- **Achieved nearly \$1,000,000 in cost savings**, helping the client redirect funds to high-impact initiatives.
- **Expanded POD adoption across all brands**, transforming print operations into a **more agile, cost-efficient model.**

Why Hibbert?

Our strategic print management solutions empower brands to:

- Cut waste and eliminate unnecessary print storage costs
- Transition seamlessly to a flexible, on-demand printing model
- Gain **data-backed insights** to drive smarter inventory decisions

Do you need assistance with managing print? Let's explore how Hibbert can help you reduce costs and increase efficiency. Contact your Hibbert Account Executive today.

About Our Company

Our rich history includes unparalleled experience in matching a client's extensive market planning with tailored solutions that deliver the industry's most reliable and effective results. We offer our clients the highest quality of comprehensive marketing services available. We are a proven industry service provider ready to take on your toughest marketing challenges.

