

# Optimizing Print Management for Cost Savings & Faster Market Delivery

How a Pharmaceutical Brand Cut Costs & Improved Print Efficiency with Managed Print Services.

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## The Challenge

A global pharmaceutical company faced inefficiencies in print resource management, leading to:

- Rising costs due to ineffective vendor partnerships.
- Delayed print turnaround times, causing backorders.
- Sales reps lacking essential printed materials for customer engagement.

Frustrated with budget overruns and supply chain disruptions, the company sought Hibbert's expertise to create a cost-efficient, streamlined solution.

## The Solution

Hibbert launched a Managed Print Services (MPS) solution pilot, working closely with brand marketing teams to improve efficiency. Our Digital Content Specialist Team provided:

- Proactive print management, including estimates, proofs, and production tracking.
- Dedicated brand support, attending marketing meetings to align print needs.
- Seamless transition from the previous vendor with zero disruption.
- Strategic design recommendations to optimize print spending and visual impact.

Following a successful pilot program, Hibbert was awarded full print management responsibilities, reducing costs and improving operational efficiency.

## The Results

- **\$318,270 saved** – a 13% reduction in annual print spend.
- **Significant reduction** in back orders, ensuring sales reps always had materials on time.
- **Faster time-to-market**, allowing marketing teams to focus on high-value initiatives instead of supply chain issues.

## Why Hibbert?

Our Managed Print Services deliver:

- Cost efficiency through strategic print planning.
- Reliable supply chain solutions to eliminate delays.
- Operational excellence, reducing workload for marketing teams.

**Looking to optimize your print strategy?** 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.

Visit us on the web  
to learn more.

