Nonprofit In-plants

E RECENTLY surveyed in-plants at nonprofit organizations to find out which services they provide and how business has been over the past couple of years. The 28 respondents to our survey represent a range of organizations, from churches to health care systems. The charts below will give you a good snapshot of in-plants in the nonprofit sector.

EMPLOYEES

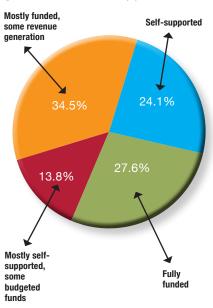
Average: 31 Median: 6

Annual Operating Budgets

Under \$250,000	30.8%
\$250,000 to \$499,999	19.2%
\$500,000 to \$999,999	23.1%
\$1 million to \$1,999,999	11.5%
\$2 million to \$2,999,999	3.9%
\$5 million to \$6,999,999	3.9%
More than \$10 million	7.7%
0 50	100

Funded or Self-supporting?

Here's how nonprofit in-plants get their financial support.



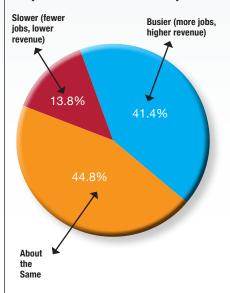
A Range of Services

Some of the services offered by in-plants at nonprofit organizations:

Bindery	96.6%
Digital Printing	93.1%
Mailing: Outgoing	72.4%
Prepress	69%
Laminating	65.5%
Offset Printing	62.1%
Graphic Design	62.1%
Wide-format Inkjet Printing	48.3%
Mailing: Incoming	48.3%
Copier Program Management	44.8%
Fulfillment	41.4%
Proofreading	31%
Print Procurement	27.6%
Scanning for Archival	27.6%
Data Center/IT Printing	24.1%
Shredding	24.1%
Copyright Permission	13.8%
Cross-media Marketing 0 50	3.5%

Busier Than Last Year?

Though most see no change in their business compared with 2014, a significant number say they have been busier this year.



Best Practices

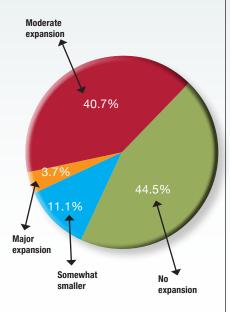
Percentage that do the following:

Charge back	88.9%
Compare costs with outside printers	77.8%
Actively seek new services to offer	59.3%
Insource	51.9%
Right of first refusal	44.4%
Provide training opportunities	33.3%
Self promotion/marketing	29.6%
0 50	100

SURVEY RESULTS:

In-plant Expansion

Nearly 45% of nonprofit in-plants have expanded their operations in the past two years.



Variable Data Printing

Almost three quarters (74.1%) of manufacturing in-plants are providing variable data printing. An estimated 23% of their digital print jobs contain variable data. This is the type of variable information they are printing:

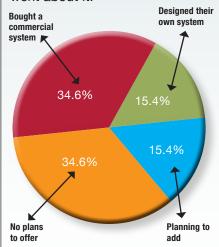
Names, Addresses	90%
Whole paragraphs of text	35%
Images	25%
Personalized messages on	
envelopes	15%
envelopes	15%
envelopes Color text	15% 15%

Products Produced

Brochures	100%
Pamphlets	96.3%
Direct Mail, Stationery	88.9%
Business Cards,	
Educational Materials	85.2%
Posters, Newsletters	85.2%
Business Forms	77.8%
Reports	74.1%
Envelopes	70.4%
Annual Reports,	
Banners/Signs, Catalogs	59.3%
Calendars, Directories	51.9%
Pocket Folders	33.3%
CDs/DVDs	29.6%
Magazines	22.2%
ID Cards	18.5%
0 50	100

Web-to-print

Exactly half now offer online job submission. Here's how they went about it:



Insourcing

Nearly 52% of nonprofit in-plants insource work. Here's where they aet the business:

Other nonprofits	100%
Local businesses	53.9%
Colleges, universities,	
	22.10/
government agencies	23.1%
0 50	100

Start Saving

The In-Print 2016 contest is almost upon us. If you haven't already been saving samples of your in-plant's best work, now's the time to start. We'll launch the online entry form next month. All in-plants are eligible. Don't miss this chance to win praise—and prizes—for your team's work.