



Sunday Strength

LPI combines good words
with good business.



LPI Printing
Jerry Messner,
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Country: US
Segment: Publishing

Jerry Messner, Vice President of Customer Success, reminds us that there is a higher calling than business. And when your business serves a higher calling, it can define your life through rich, rewarding experiences.

His employer, Liturgical Publications, Inc. (LPi) of New Berlin, Wisconsin, states its mission in a banner right at the top of its website's homepage: "Helping Your Parish Through Change." This century has witnessed disruptions unlike any seen before. Yet LPi continues to produce religious publications the same way it has since the Sixties – just faster.

Over 50 years ago, LPi's founders created a truly innovative business model: print sponsored Catholic bulletins at no cost to the church. Jerry explained how it works: "All the church has to do is send us a file every week, we print that file, and have the bulletins to them by Friday. It's turnkey; we find the advertisers." (Ads are placed on the back page, following an LPi template.) The church's reaction to the concept was sensational. Over the next five decades, more and more parishes signed with LPi, causing the printer to scale up to six offices nationwide. Messner said, "We are the leader in the market. We print bulletins for 4,000 Catholic churches a week."

Of course, this volume puts great pressure on LPi to fulfill bulletin runs within the week for Friday delivery. To meet all those drop dates, Jerry streamlines

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production on a fleet of HP PageWide Web Presses installed in each office. Messner explained: "95 percent of our work is automated workflow: Somebody uploads a PDF, it goes straight to the HP, not a person touches it. We marry our ads to the PDF and it goes straight to the press. We could print that file in the next 10 minutes. Or, depending on what day of the week it has to leave to make two-day ground shipping, we won't print until Tuesday or Wednesday.

"Before we installed the HP web presses, labor and paper waste costs were huge. Now our large centers have cut the number of production lines and above-the-line expenses without big compromises on print quality. We can sell color consistency from week to week, which is very important to some churches. That would be impossible on other presses." "Our offices are located across the country based on ground shipping," he continued. "We have offices in Las Vegas, Dallas, Milwaukee, Cleveland, Hartford, and Winter Haven. With our model, we can hit all the accounts within those circles in one to two days. "That's one of the reasons we picked HP – the uptime on their presses. If a press goes down at nine o'clock in the morning, and we don't get it back up until the next day, we miss 500 shipments, and now we have to overnight those at 10 times the cost of ground shipping. That costs us thousands of dollars. But because all of our plants do a great job maintaining the presses on Fridays and Mondays, the uptime is a huge win for us," Jerry said.

More than half a century after its inception, LPi remains stronger and more diverse in its category than any of its competitors. Is it a miracle? Is it business best practice? Or could it be that one is an outgrowth of the other? Heaven knows.

To learn more about HP PageWide Web Presses and introducing the new HP PageWide Web Press T250 HD with HP Brilliant Ink, please visit hp.com/pagewidewebpressT250.

