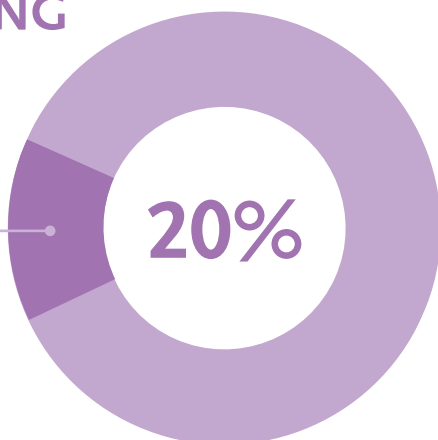


TRUE COST OF PRINTING



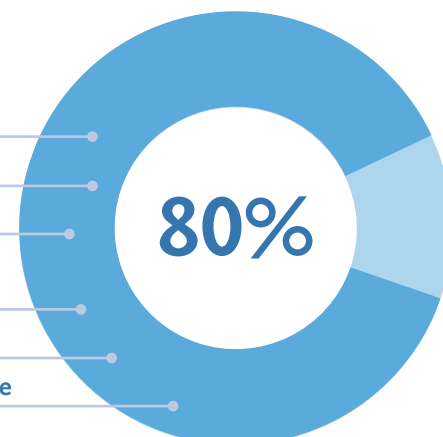
PRINTING COST*

Costs-per-page



PROCESS COST

- Employee Time
- Document Prep & Proof
- Fulfillment & Distribution
- Warehousing & Inventory Management
- Unused Documents
- Equipment & Maintenance



For every **\$1.00** spent on print, another **\$3.00+** is spent on the process and related services. Mimeo clients report an average time savings of **40%** over previous methods of print procurement.

THE MIMEO ADVANTAGE



Save Time by Outsourcing Non-Core Work

Employees are the #1 cost associated with running a business.* Outsourcing via time saving tools like Mimeo allow employees to focus on what is critical to the bottom line.



Increase Productivity

Upload, build, proof, order and reorder documents online in less than 5 minutes. Eliminate extra error-prone proofing and communication steps versus local print shops or internal resources.



Hidden Warehousing Costs

Warehousing, storing & inventory adds 19% to the total cost of print.** Mimeo significantly reduces or eliminates the need to warehouse documents because of quick fulfillment and distribution.



Conversion from Fixed to Variable Costs

Avoid the financial commitments associated with buying or leasing equipment, preprinting inventory or purchasing warehouse space. There is no need to add expenses for equipment that stands idle for a significant amount of time. No minimum volumes, late cutoff times, and easy reordering make Mimeo an ideal solution.



Eliminate Document Waste

10-20% of all business documents are discarded without ever being used.* Mimeo's on-demand printing eliminates this waste by allowing you to order only what you need.



The Last Mile

Your content is created for an intended audience to consume. Mimeo handles not only the production but the logistics of delivery and tracking of materials both domestically and globally.

* InfoTrends True Cost of Business Communications

** Cap Ventures