

United Methodist Publishing House and The Printing Business of Heavenly Purposes

Making a joyful noise, to most people, does not typically include the sounds of printing – regardless of whether you favor digital or offset printing technologies. However, at the United Methodist Publishing House (UMPH), printing is indeed music to the ears in carrying out the ministries of The United Methodist Church. UMPH was originally established in 1789 in Philadelphia as the Methodist Book Concern. The Nashville operation opened in 1854 as the publishing house for the Methodist Episcopal Church South and was renamed in 1968 after merging with the Evangelical United Brethren. As the official publisher of The United Methodist Church, the non-profit Publishing House develops, produces and distributes materials for home, church and office, providing official denominational church school curriculum, books, software and a wide variety of multimedia resources and supplies.

UMPH prints virtually all the materials used by all publishing divisions of the Church, including Abingdon Press and Cokesbury as well as the 71 retail stores that Cokesbury operates across the country. “We outsource large offset print runs of basic materials but

“We can’t afford downtime. The Xerox papers help us maximize our time most productively.”

we handle all the specialty jobs here in Minipress,” explains Cindy Owen, Manager of Duplicating and Mail Services for UMPH. “Minipress is the name

everyone within UMPH uses for our digital printing operation since we used to have offset presses before we converted to all Xerox digital printers.” UMPH has a DocuTech 6135 Production Publisher and Xerox Document Centre 265 printer/copier for black and white printing and a Xerox DocuPrint 30 Pro for digital color printing.



Cindy Owen prepares a print job for the Xerox DocuPrint 30 Pro.

Variety of Print Projects Challenge Minipress Staff

The Minipress’ three-person staff – including Marvin Pugh, supervisor and Pam Brown, coordinator, along with Cindy – handle projects ranging from standard documents such as quarterly and annual reports, forms, statements, binders and notebooks, either GBC or spiral bound to more specialized pieces such as posters, postcards, custom-designed mailers, Xerox DocuPac presentation folders, seasonal bookmarks, fliers, programs and tabs that are custom printed for special marketing events. “We run a print-on-demand music publishing service where a choral or

orchestra director can order Christmas instrumental arrangements for specific instruments. We print them up when they're ordered rather than having them all sitting in our warehouse. Since these are used for such a short time, we can print them on a less rugged sheet than we ordinarily would," continued Cindy.

"We also do postcards 4-up on Xerox 90 lb Index Stock, 11-inch by 17-inch sheet which makes them very cost effective. And we do a lot of direct mailers, also on the Xerox 90 lb Index Stock, for the Cokesbury retail stores when they have an author signing event or new manager starting and want to let their local customers know what is coming up. We might need only 1,000 at a time so the project can be printed quickly." At the present time, most of the in-house printing is black and white production though the color volume on the DocuColor 30 is definitely growing. UMPH is considering swapping out their DocuColor 30 in favor of the Xerox DocuColor 2045 Digital Color press because of its additional paper handling capabilities and production flexibility.

Another custom project that the Minipress is asked to do periodically is creating full color mock ups, used by Abingdon Press to interest their bookstore, professorial and other wholesale customers in new printed products without going outside to develop the concepts. Printed materials are created by UMPH in different languages and reflecting images familiar to the Church's ethnic and blended community congregations.

For example, bulletin covers may include African American, Asian or Hispanic cultural symbols and pre-printed Scripture phrases in the appropriate language. Products are also designed to appeal graphically to children, adolescents, young adults and older generations.

As UMPH has centered on Xerox digital publishing equipment to meet their publishing needs, they also run a variety of



Cindy readies a black and white print project on the Xerox DocuTech 135.

Xerox standard and specialty paper stocks for their projects, printing about 5 million pages a year. "Xerox papers run most efficiently through the machines and we get the best performance from them. We've tried other papers – cheaper brands – but find that the paper dust gets all through the machine and then we have more downtime," Cindy commented.

"With only three people in the shop, we can't afford downtime. The Xerox papers help us maximize our time most productively."

Xerox is the only company engineering its papers as carefully as it does its digital printers and copiers to ensure that the papers will run problem-free. Xerox papers are digitally optimized for digital print production to provide better toner adhesion, reduced toner mottling, less dust and overall better image quality and reliability for color and monochrome printing.

Xerox Stands Behind Paper's 99.99% Jam-Free Guarantee

Xerox guarantees its Xerox Premium Multipurpose 4024 business papers with a 99.99% Jam Free guarantee. Refer to www.xerox.com for detail on this guarantee. Cindy offers this insight on Xerox and its unwavering focus on quality and customer satisfaction, "Xerox stands behind their products. We had a couple cartons of paper that just wouldn't run because of too much moisture. Xerox replaced it without question and very quickly. You just don't get that kind of service or variety from anyone else."

Wide Array of Xerox Papers Satisfies UMPH Needs

The Minipress takes on whatever their customers need to print and their customers appreciate their creativity and willingness to find new and innovative paper products to help them spread their messages.

"We use all types of Xerox card stock, including the Digital Color Xpressions 98 65 lb Uncoated Cover for black & white dividers, covers and handouts. We also use the Digital Color SuperGloss 10 pt Coated One Side Cover 18-inch by 12-inch sheet for single sided pieces and covers, the Xerox Multipurpose Solar Flare and Pastel Paper and Index stock for fliers. Our customers are continually asking for something different from what they might have done in the past – a new paper or specialty material that helps them get attention

for their projects. The variety of Xerox products helps us keep our customers happy and we're constantly on the lookout for new products. Xerox is always coming up with new papers and other items for us to try," Cindy warmed to her subject.

"We recently have been running the Xerox DocuCards as identification cards for guests and temporary workers in our facilities. Another time we had a request for a short run of customized t-shirts so we designed the shirts here and tried the Xerox Single Step T-Shirt Transfer paper with great success. We have also used the clear Xerox Window Decals to print parking stickers that cling to car windows."



Marvin Pugh selects the paper he needs from the well-stocked UMPH paper storeroom.

Cindy has been with UMPH for 26 years, starting as a part-time person in the mailroom, then moving into Minipress. She spent two years purchasing printing before returning to Minipress, then becoming the manager two years ago. Along

with her drive to satisfy customers Cindy adds a strong streak of personal and professional frugality in running Minipress. The Publishing House is a self-funding business and actually makes yearly contributions to the United Methodist clergy pension fund from net revenue. Since 1941, the clergy pension fund has received more than \$37 million from the Publishing House and its predecessor organizations. "We operate at

cost and always work to break even. We check our prices with outside print shops quarterly to make sure we are offering our customers the best possible value and we generally run at about half the price of what outside print shops would charge. And of course, the Xerox papers and equipment are part of controlling every aspect of our costs," Cindy elaborated. "It might be cheaper to buy other brands but you throw more away. With Xerox papers we have much less waste and downtime and we have no paper-related quality problems. Xerox

has also been more consistent with availability in getting products."

With the publishing season at UMPH always working five to six months ahead of the current calendar, Cindy is constantly singing songs out of phase with the weather in Nashville. But the joyful noises of the printing process surround her and keep her in tune with her heavenly business at all times.

For more information, contact your Xerox Supplies Representative, an authorized merchant, www.Xerox.com or call 1-800-822-2200.

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610P711500 1/02