



KONICA MINOLTA

# SUCCESS STORY

## BOOK PUBLISHING PIM, ROMANIA

✦ Implementing digital book publishing solution leads to new revenue growth

PIM is a leading digital print provider, based in Iasi, Romania, which also operates in three other locations throughout Northern Romania. Founded by Marius Petrariu back in 1992 PIM started out as a general commercial printer, but is now specializing in on demand book printing. Without this specialization the future of PIM would not have been as bright as it is today...



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## ▀ The challenge

After growing his business for almost 20 years, PIM was struggling financially, and new revenue streams were needed to turn things around. He had some experience in offering digital printing services and he realized that this was the area where growth could be achieved.

## ▀ The solution

In 2009 Marius Petrariu learned about the business opportunity in producing small quantity of books. He recognized the trend that lower run-length jobs would be loss-making for the bigger publishing houses using traditional offset printing technologies. If he was able to streamline the production process and use digital printing technologies to publish on demand (within 24 hours), then it would yield him a healthy new source of revenue. The key was that the production process required as little manual touch points as possible. Therefore, a full range of inline finishing was critical. After a thorough orientation on the available solutions on the market, he decided to install several Konica Minolta presses and workflow solutions. Meanwhile he had engaged with several other publishing houses and convinced them to outsource the smaller quantity jobs to him, which would be loss-making for these larger traditional publishing houses.

## ▀ The result

Within the first months of operation his ideas proved to be successful. "It was clear to me that the average quantity of books per order was declining steadily" explains Marius Petrariu. "This gave me the opportunity to produce all the book titles quickly and relatively inexpensively. And it worked! It did generate the new revenue stream we needed". Petrariu continues: "Today, we produce more than 100 new book titles per month. The average quantity is about 100 copies per title, but sometimes we run over 1000 copies, and sometimes we have a print run of just one copy. Our customers ask us to produce a wide variety of books, ranging from academic text books to art catalogues".



Some of the books that are being produced by PIM



Mr. Marius Petrariu, owner of PIM, and Mr. Gabriel Istrate, "Production Business Solutions Expert" at Konica Minolta Business Solutions Romania srl

## ▀ Future outlook

The future looks bright for PIM. Marius Petrariu explains "Because of our ability to consistently deliver high quality publications within 24 hours, we have a good reputation across the nation. Today, 40% of our orders come from our capital Bucharest, which is far outside our traditional home market. Because of this we are now in the process to open a digital production center in Bucharest, to serve that key market even better". Marius Petrariu concludes: "This would not have been possible without the success we've had with this on demand publishing business!"

## ▀ Case details

<b>Customer</b>	PIM
<b>Business opportunity area</b>	Book Publishing
<b>Location</b>	Iasi, Romania
<b>Author</b>	Konica Minolta Business Solutions Europe GmbH
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