

## DataSource, Inc. Delivers Success Criteria For Print Supply Chain Management

### *New White Paper Outlines Objectives For Saving Print Clients As Much as 36%*

KANSAS CITY, Mo November 14, 2008 – DataSource, Inc., one of America's leading print supply chain management companies today released the white paper, "*Best Practices For Achieving Savings Targets with Print Supply Chain Management.*"

The comprehensive document examines the best practices for building a successful print management program that provides a twelve to thirty-six percent reduction in overall print related costs for clients. "Our approach to print management saves our clients money by fully leveraging supply trends, pricing and technology. The result is lower day-to-day printing expenses and an approach for continually reducing related costs," said David Holland, president of DataSource and author of the newly released white paper.

The forward-thinking white paper also analyzes success drivers including vendor selection, program development and information technology. The experienced, pragmatic approach to results highlights the importance of maintaining independence from manufacturers that lead to additional benefits including cooperative purchasing, integration with fulfillment and logistics support.

To download a free copy of "*Best Practices For Achieving Savings Targets with Print Supply Chain Management,*" visit [www.data-source.com](http://www.data-source.com).

### **About DataSource**

DataSource, based in Kansas City, MO, provides a total solution to document design and distribution services essential to the successful operation of multi-location businesses such as **commercial franchises, auto dealerships, retail insurance, branded products, industrial products and restaurant concepts**. Services include design, sourcing, warehousing, fulfillment, distribution, print-on-demand and print management of marketing materials, business forms and supplies. Products include business forms, marketing supplies, personnel management packets, training materials, menus, point-of-purchase displays and ad specialty items. DataSource manages over 18,000 SKUs for customers in 85,000 locations worldwide. Visit DataSource at [www.data-source.com](http://www.data-source.com).

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