

POLAND - Vivat book!

How to achieve zero waste in the publishing market?
Jak dojsc do poziomu zerowych strat na rynku ksiazki

Friday 26th May 2023 – from 11:00am

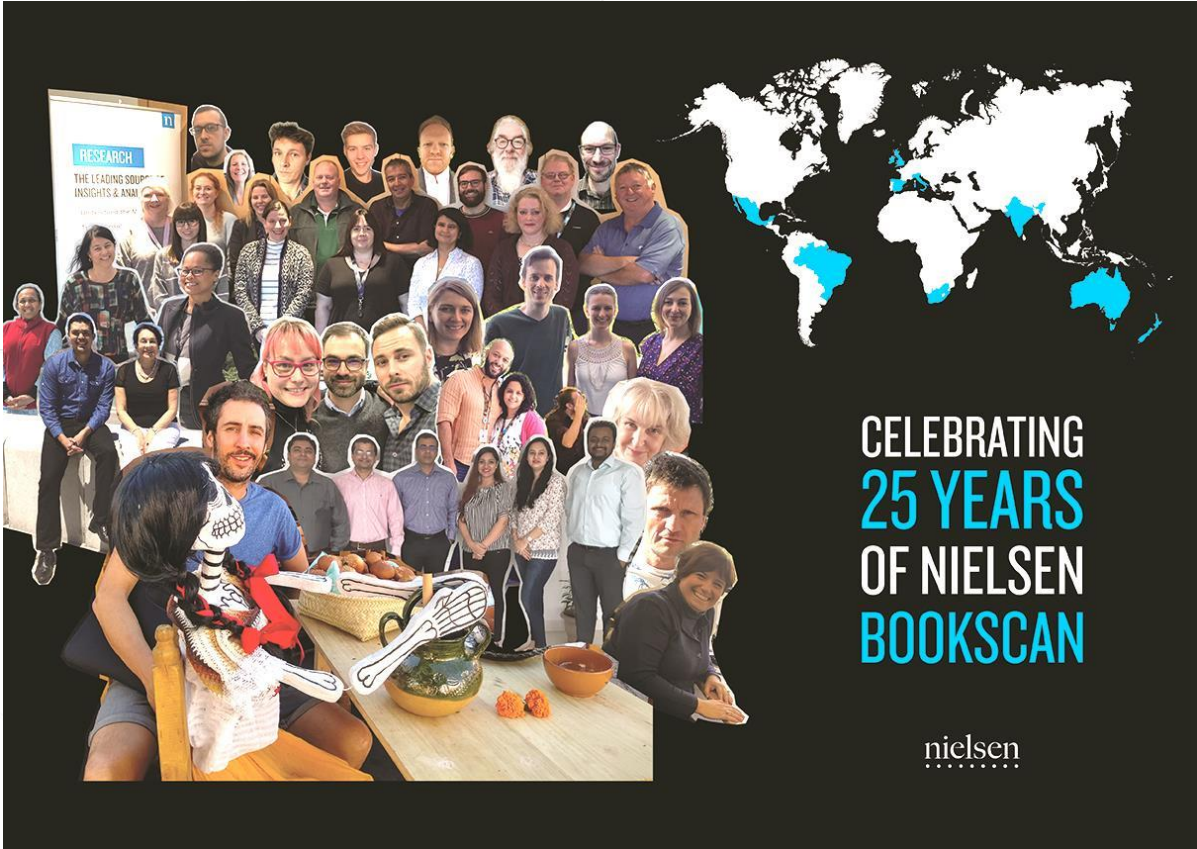
**Nielsen
BookData**

POLAND - Vivat book! How to achieve zero waste in the publishing market?

The search
for the
'Optimum'
Print Run.



The International BookScan Team



What are Optimum Print Runs? Jaki jest optymalny poziom nakładów?



The initial print run requires **no further 'top ups'**.

Pierwszy nakład **nie wymaga dodruków**



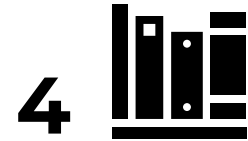
All Printed books **leave warehouse** for various accounts.

Drukarnie wysylaja **wszystkie** wydrukowane ksiazki do roznych odbiorcow



Stock levels in Stores **meet** - but do not exceed – demand

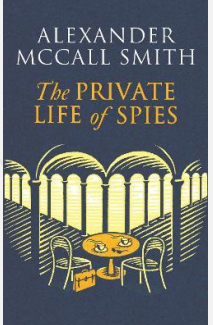
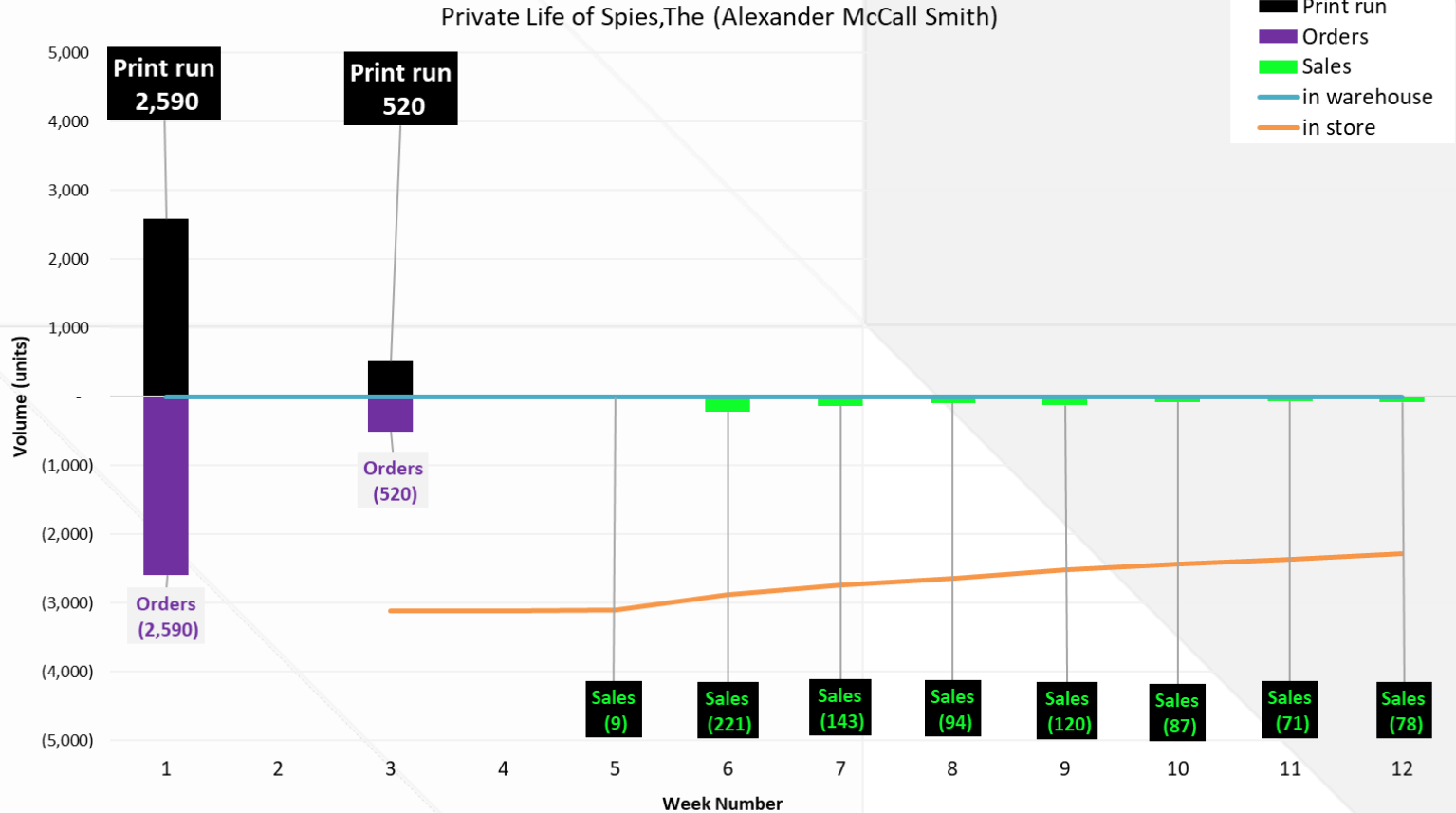
Stany magazynowe u sprzedawcow **odpowiadaja** popytowi, ale ich nie przekraczaja



No returns from Stores and the few remaining copies on shelves move to **'backlist'**.

Nie ma zwrotow, nieliczne koncowki sa wystawiane w detalu jako **backlista**

An example: The Private Life of Spies



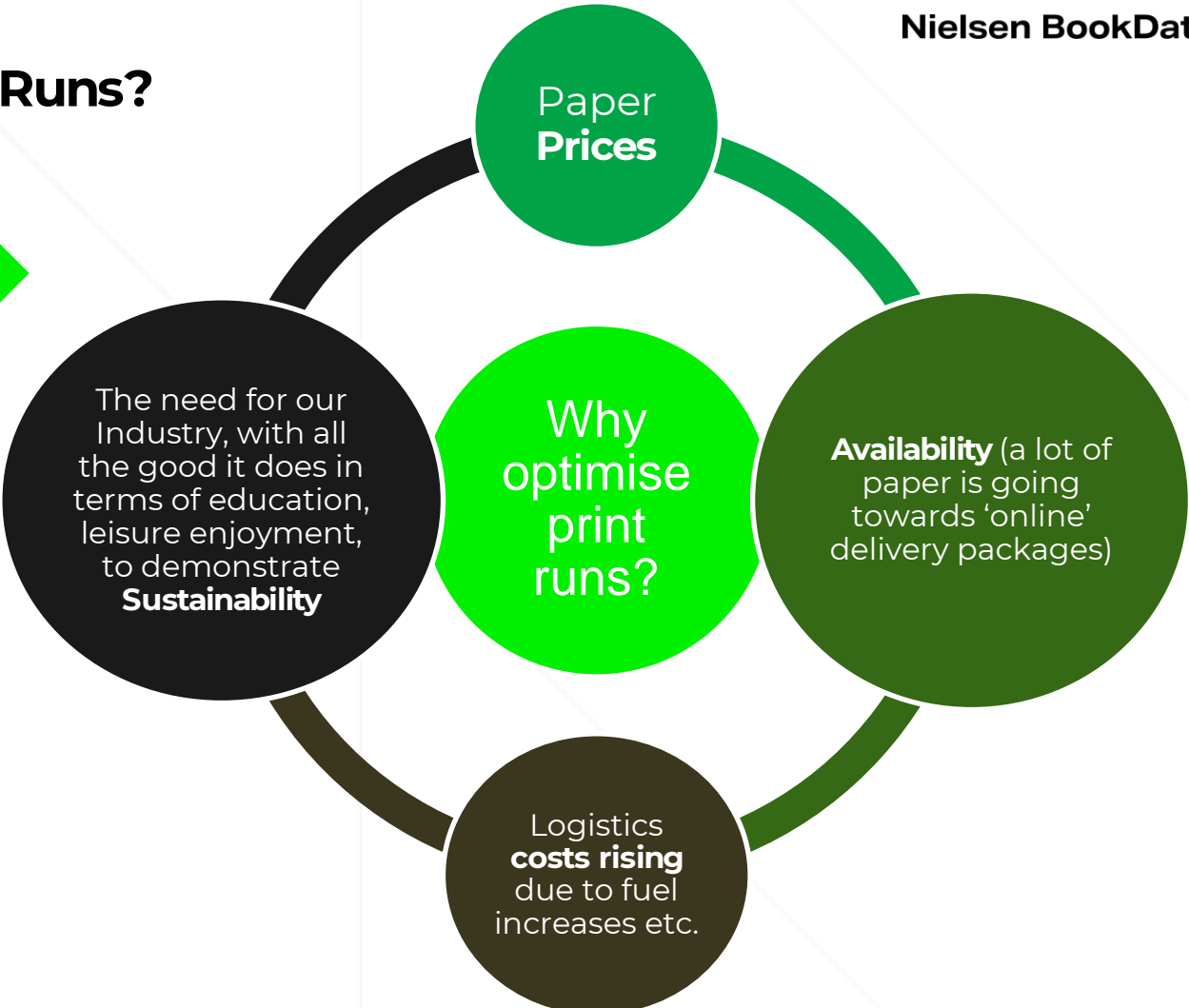
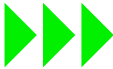
TOTAL Print run
3,110

TOTAL Orders
3,110

TOTAL Sales
823

Why Optimise Print Runs?

It always has been an ambition, but more recently the need has grown due to:



More on Paper Prices / Wiecej na temat cen papieru

Australia

- 'In Australia local printers have informed publishers that paper costs have risen **80%** over the last 12 months. As paper constitutes around 50% of the overall cost of printing a book print prices have gone up accordingly.' **Jim Demetriou, CEO, HarperCollins Publishers Australia**
- 'Here in Australia, we have experienced increasing paper prices of 23%-73% (45% for uncoated, 60% for coated stock and **73%** for lightweight stock) between September 2021 and March 2023 as a result of the effects of COVID-19, ongoing energy crisis, logistical congestions as well as supply chain restructurings (Australia's last onshore paper mill in Maryvale ceasing to produce white offset paper due to timber supply issues in January 2023)'. **Richard Celarc, Executive Chairman, Opus Group**

THE HINDU
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Writing, printing papers prices hiked by ₹3,000-5,000/t from August 1

Updated - August 09, 2022 at 09:53 PM. | Chennai, August 9

Demand exceeds supply, raw material import costs zoom

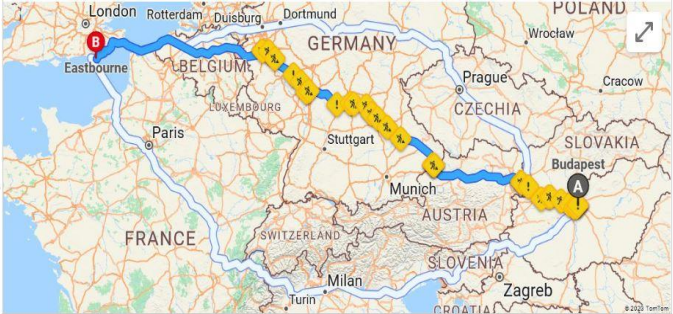
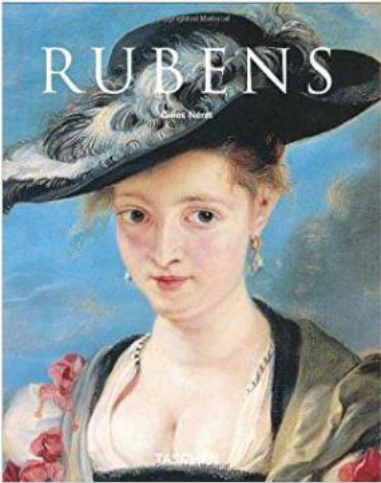
In the past 12 months the cost of paper used by **British book publishers has risen by 70%**. Supplies are erratic as well as expensive: paper mills have taken to switching off on days when electricity is too pricey.

Shaving a zero off the number of miles travelled

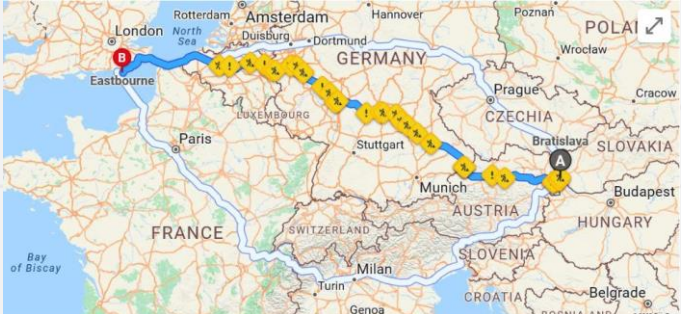
Stock, pronto!

Trip 1: Printer to Warehouse (Bratislava to London)

Trip 2: Warehouse to Museum (Bratislava to Budapest)



16:23
hr min
1,060 miles
Light traffic
Via E60, E40 · Toll on route
Directions



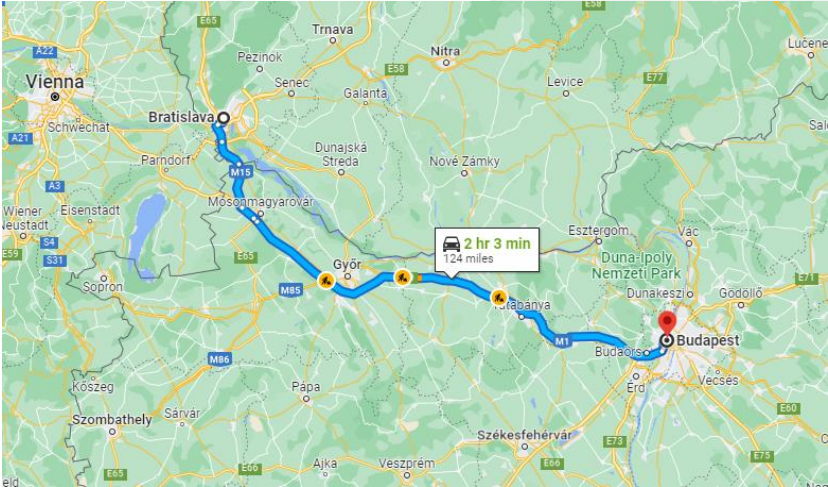
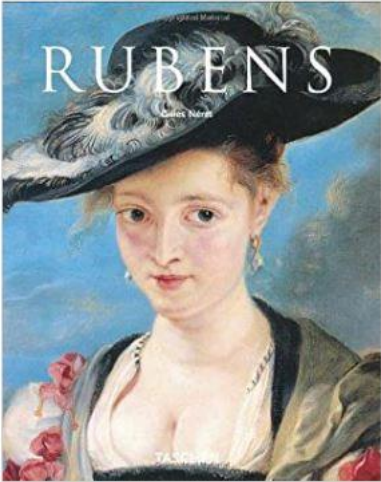
15:02
958 miles
Light traffic

2,018
MILES
3
WEEKS

Shaving a zero off the number of miles travelled

Stock, pronto!

Trip 1: Printer to Store (Bratislava to Budapest)

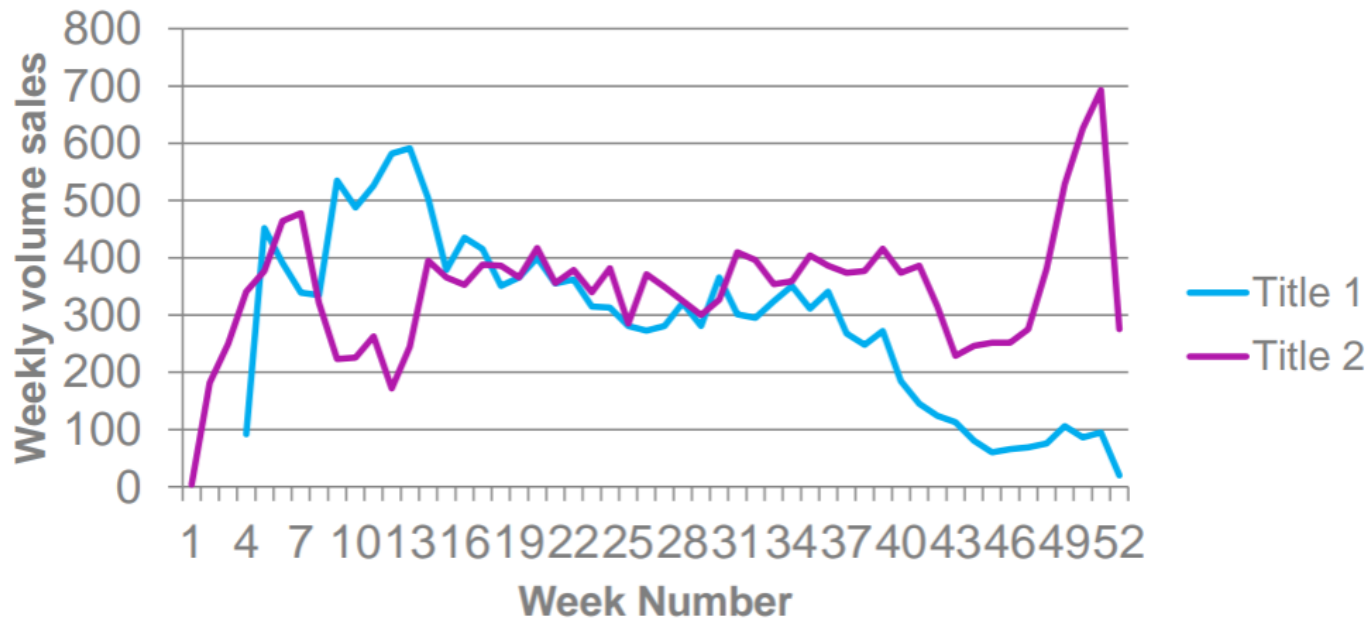


124
MILES **2** hours **3** mins

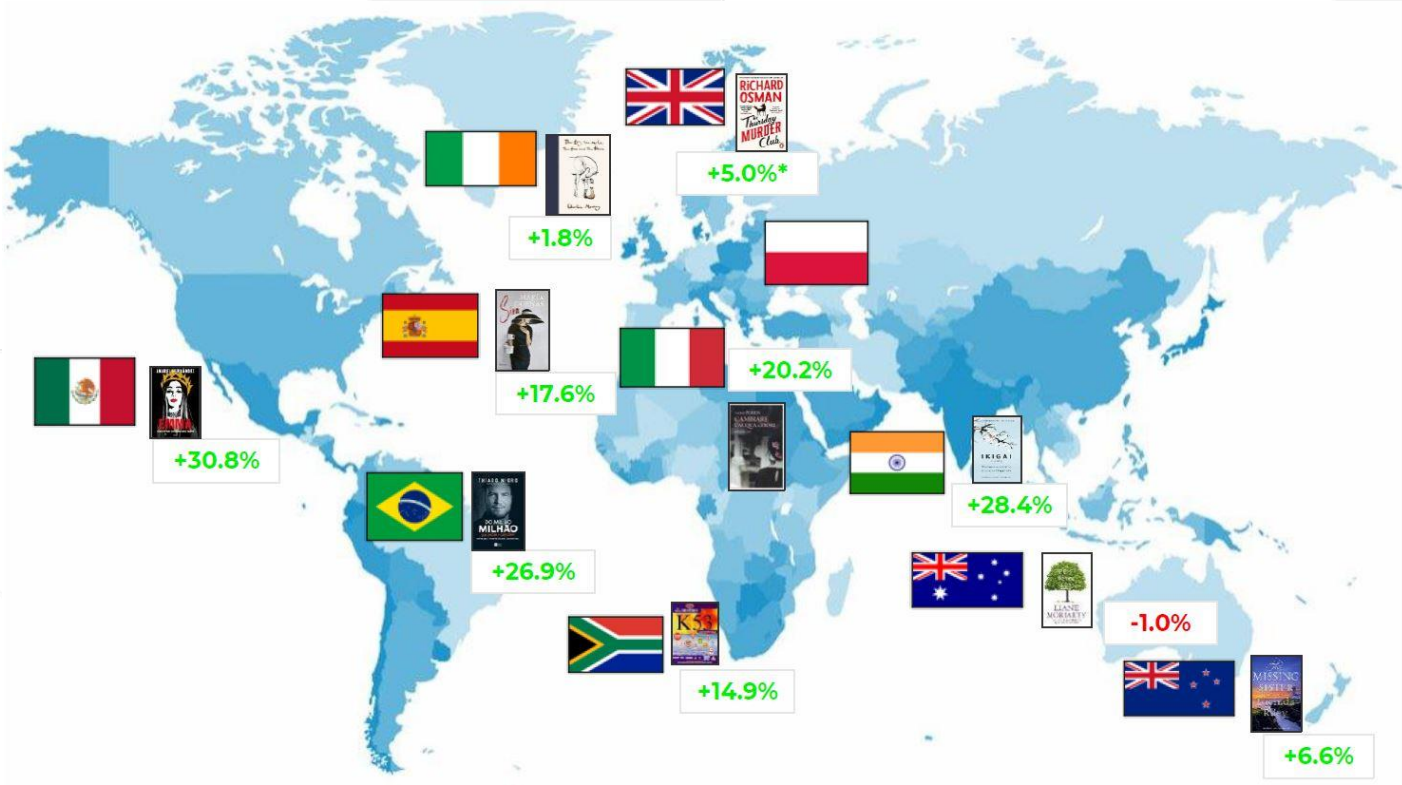
THE END / KONIEC

How having a detailed picture of the supply chain can give you a competitive edge

The graph below shows the sales of two competing titles. Initially Title 1 clearly benefits from Title 2's lack of availability - but as soon as Title 2 comes back into stock its sales pick up and overtake Title 1's.



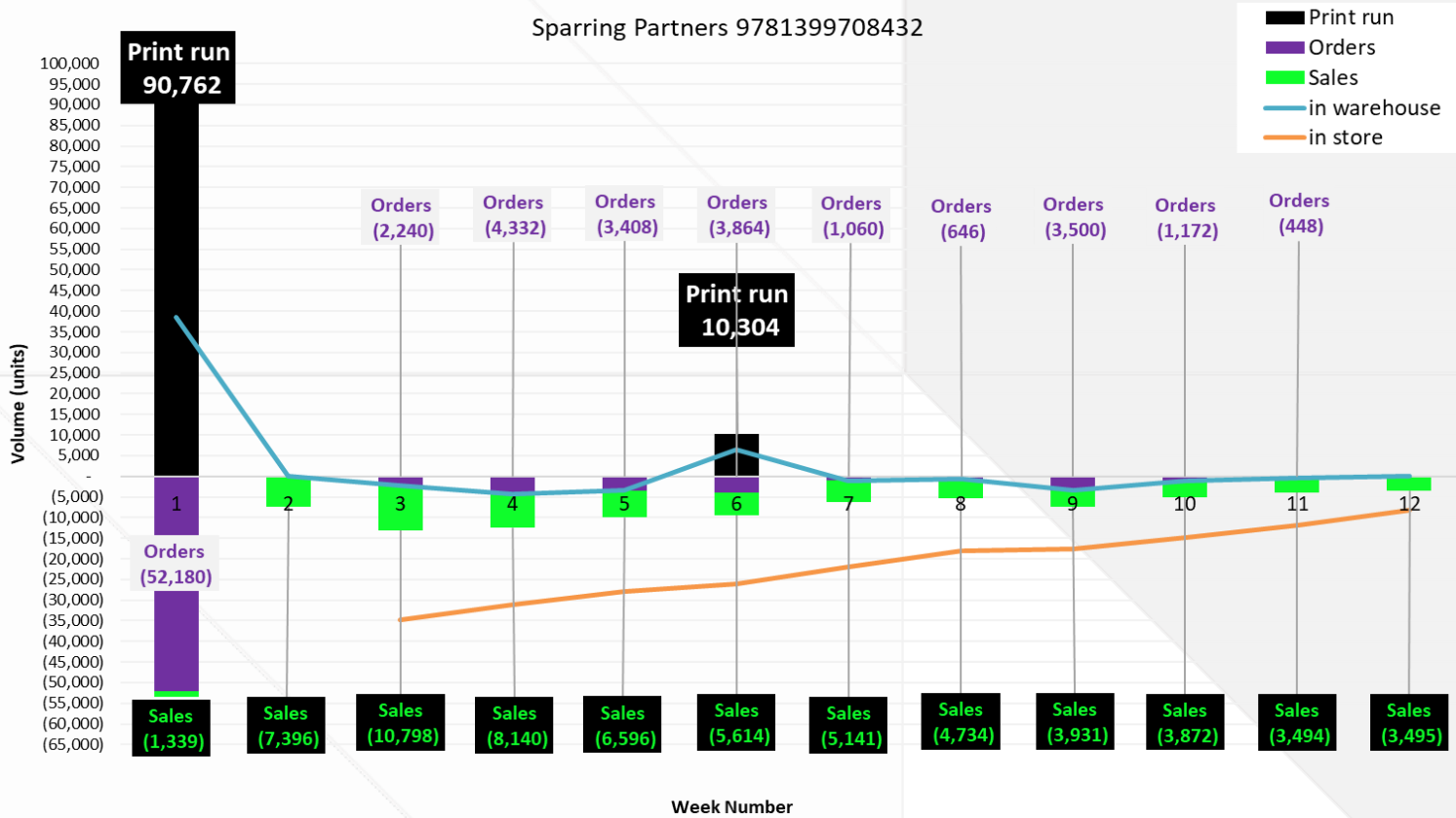
12 International Market Book Trends



All markets up except Australia – who had a stong 2020

An example: John Grisham

Sparring Partners 9781399708432



TOTAL Print run
101,066

TOTAL Orders
72,850

TOTAL Sales
64,550