



Services for Publishers

On-demand book production
Short-run digital print
Database services
Shared & solus mailings
Response & fulfilment
Storage & stock replenishment



Convenience • Quality • Value

Welcome to JEM Services for Publishers

We provide a comprehensive range of mailing, short-run digital print and book production and distribution services for book publishers, enabling them to promote existing and new book titles and distribute catalogues to libraries, booksellers and schools.

JEM Services for Publishers has already established itself as a leading provider of specialist services to clients in book publishing and other market sectors looking for the benefits of working with a single-source solutions provider. Our impressive reputation has been achieved through hard work and a commitment to customer satisfaction.

Our business philosophy is simple - we aim to achieve the highest possible levels of client satisfaction by consistently delivering quality products and services tailored to their individual requirements. Being totally customer and market orientated has enabled us to identify and anticipate the increasingly sophisticated needs of our clients. Our pioneering spirit will continue through the introduction of new products and services, ensuring our clients' ability to maximise the potential of their direct and other marketing campaigns.

As part of JEM Education Marketing Services we can also offer clients a wide range of additional services including database services, shared and solus mailings, response handling and fulfilment as well as storage and stock replenishment.

To discuss ways in which JEM Services for Publishers can help to support your book publishing marketing campaigns simply call our Client Services Team. We look forward to hearing from you!

On-demand Book Production

One of JEM's specialities is short-run digital printing and advance or proof copy book production. We have the capability to produce small quantities of high quality books very cost effectively, enabling you to establish the market in advance of full-scale conventional litho production. Our service is also ideal for low volume books, back orders and private publishers.

JEM can also reproduce a book from an original, where no electronic or other artwork exists. Even old and rare books can be reproduced from the original. Unlike many other digital printers we also have in-house guillotining, laminating, perfect binding, saddle-stitching and drilling facilities, all of which provide our clients with the benefits of convenience, speed, quality and competitiveness. We also work closely with some of the countries leading book binders to produce high quality, hard-back, case-bound books.

Print to stock is a wonderful concept that enables clients to overcome the need to commit to large production quantities by printing as little as 25 books at a time. Printing sufficient stock to meet your immediate demand ensures that there are no delays to your order despatch or additional postage and packing costs. Holding a small stock ensures that you are in a position to fulfil every order without incurring high print or storage costs from your distributor. If you have specialist publications where the unit cost is high because of the quantity printed or you print high volumes to keep the unit cost down then Digital Printing could be your answer. Additionally it helps your cash flow by spreading the cost over the life of the book. We have the facilities to produce paper back books either from your files or from the original book. We can scan the contents, print and then bind to your required specification.

If you require short runs, print to stock or just want to clear your back orders then we can help you. To discuss your specific project/objectives please contact us.



Short-run Digital Print

JEM understands that when you need print you normally need it quickly and at affordable prices. We can print in full colour, with no minimum quantity and prompt despatch. We specialise in short run full colour print - so if you only need 100 letterheads or 25 leaflets we can deliver.

And we don't stop there. Here are some of the other materials we can also produce:

- Hardback books
- Paperback books
- Dust jackets & covers
- Personalised books
- Proof-copy books
- Review-copy books
- Business stationery
- Brochures
- Catalogues
- Direct Mail
- Newsletters
- Mock-ups
- Promotional material
- Point of sale material
- Management & annual reports

Plus whatever else you can think of.



JEM works to the highest standard using in-house, hi-tech equipment and provides fast turnaround times to meet client deadlines.

Other JEM Services

As part of JEM Education Marketing Services we are able to provide a wide range of mailing and fulfilment services which may be of value to our clients. They are:



○ Database Services

We also offer a complete range of data services from data capture, cleansing and de-duplication to sophisticated profiling.

Provide JEM with your data and we'll be happy to provide you with our FREE no obligation data audit which will show the current quality of your list and the expected improvement that can be achieved by cleansing using various processes, including the Post Office Address File, the National Change of Address File, the Bereavement Register and the Telephone, Fax and Mailing Preference Services.



○ Shared & Solus Mailings

Our BookFile and Schoolbag shared mailing services have established themselves as very popular and cost effective ways of regularly communicating with libraries, booksellers and schools.

All inclusive pricing, combined with frequent mailings throughout the year, provides anyone wishing to promote their products and services to these groups with the opportunity of regularly communicating with them at a fraction of the cost of a solus mailing. We can also undertake mailings to other market sectors using client databases or data sourced on their behalf.



● Response & Fulfilment

Direct mailing campaigns are designed to generate responses and enquiries. Our Customer Contact Centre is available to receive and manage campaign responses to your brief. We have a wealth of experience in a variety of response activities including managing literature requests, helplines, competitions, order and payment processing as well as mail order fulfilment and other enquiries received by telephone, fax, post or email.

A unique telephone number allocated to your campaign means that all responses received can be answered in your company name, thus providing the benefit of continuity. The availability of an extensive range of modern call management tools allows clients to benefit from the most appropriate of methods from live or automated call handling to rapid response email services or postal response handling through the provision of unique P.O. Boxes, Freepost or Business Reply facilities.

Customer orders and literature requests can be received by post, telephone, fax or on-line and processed efficiently, prior to our picking, packing and organising for the despatch of goods on your behalf. We are able to provide storage and distribution services to store your product or literature in our state of the art, secure warehousing facilities which are computer linked to our Customer Contact Centre.



● Storage & Stock Replenishment

Our 100,000 square foot, secure warehousing facility is centrally located in Rushden, Northamptonshire, with excellent motorway connections to the whole of the UK. Our modern materials handling facilities make for efficiencies in operation, whilst sophisticated reporting and monitoring systems provide essential statistics for measurement and forward planning.

Sophisticated IT systems allow for the management of stock against pre-agreed levels, automatically triggering a top-up reprint to predetermined stock profiles.

Our Mailing, Response and Fulfilment Teams very much look forward to the opportunity of helping you to maximise the potential of your direct marketing campaign.



Contact Details

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For more information and to explore the many other group services available please visit www.jem.co.uk