



# Geiger® Relies on Walsworth to Produce and Fulfill Iconic Farmers' Almanac™

Walsworth provides the diverse technology and solutions publisher Geiger® needs to help ensure a favorable long-range forecast for its renowned Almanac.

*A Case Study Published by Walsworth*

**Walsworth®**



# A Business Relationship Made to Weather Any Storm

The Farmers' Almanac™ is an annual North American periodical that has been in continuous publication since 1818. Published by Geiger®, the Almanac is known for its long-range weather predictions and astronomical data, as well as a mix of humor, trivia and advice on topics ranging from gardening and cooking to fishing and human interest. Geiger markets the Farmers' Almanac to the retail market and as a promotional item for businesses and non-profit organizations.

## Challenge

With multiple versions, Geiger needed a printer with flexibility and a diverse range of equipment. While both 2019 editions are 5 1/4" x 8" in dimension, the retail version contains more than 200 pages and is perfect bound. It features a four-color cover and 64 additional color pages printed on gloss stock. The remainder of the pages are black only printed on uncoated paper.

The promotional version of the Almanac is 64 pages and saddle stitched with a full-color cover and black-only interior. There are generous imprint areas on the front and back covers, which organizations can use for custom, full-color branding. Uses of the Almanac include thank-you and holiday gifts, trade-show giveaways and many other promotional applications.

## Solution

This mixture of color and paper requirements fit perfectly with Walsworth's blend of heatset, coldset and sheetfed printing technology. Advanced inkjet imaging, including a new MCS Eagle FlexPrint Inkjet System, further contributes to world-class fulfillment and distribution services. And the close collaboration between the skilled Geiger and Walsworth teams enables consistent, high-quality performance.

In choosing Walsworth, Managing Editor Sandi Duncan says, "When we first looked for printers, they really reminded us of our company — family-oriented, very friendly. There was an overall feeling that they cared about their customers."

## Results

Walsworth and Geiger have a long-term association spanning 20 years. The two organizations signed a new contract running through 2022 that includes premedia services, offset printing, custom color inkjet imaging and order fulfillment.

If you notice a hole in the upper left-hand corner of your Farmers' Almanac, don't return it to the store! That hole isn't a defect; it's a part of history. Starting with the first edition of the Farmers' Almanac in 1818, readers used to nail holes into the corners to hang it up in their homes, barns, and outhouses (to provide both reading material and toilet paper). In 1919, the Almanac's publishers began pre-drilling holes in the corners to make it even easier for readers to keep all of that invaluable information (and paper) handy.



**Walsworth®**

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