



# CPI Leads in Crisis Prevention Training

Walsworth helps Crisis Prevention Institute redesign its catalog to reflect organizational mission and values while reducing costs.

*A Case Study Published by Walsworth*

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# New Format Enables Wider Distribution and High Quality

Crisis Prevention Institute (CPI) is the leader in crisis prevention training. Established in 1980, CPI's co-founders combined their diverse backgrounds to develop an innovative, holistic system for diffusing escalating behavior.

Their system and training programs are recognized as the global standard in behavior management. More than 10 million human services professionals around the world have participated in CPI programs to learn proven strategies for safely resolving anxious, hostile or violent situations.

CPI produces a variety of printed materials ranging from educational publications to promotional media. They work with a network of production vendors to create these materials, including an annual catalog with descriptions of all their program offerings. As CPI's print production and distribution partner, the Walsworth team is constantly seeking ways to help them reinvent, produce and deliver select publications and media.

## Challenge

CPI's program catalog was historically produced semi-annually in a nonstandard size. CPI made the decision to redesign their catalog, changing the overall look, size and format, as well as the frequency of production and distribution.

## Solution

Walsworth was already working with CPI when they were selected to participate in the catalog bidding process. The Walsworth team took the time to understand the vision, goal and needs CPI had for their catalog and proposed a solution that exceeded CPI's expectations.

Walsworth truly partnered with CPI during the redesign process, offering great ideas that helped bring about a new approach to the catalog. The proposed solution allowed CPI to produce a more high-end catalog, changing the size and utilizing a higher grade paper and a premium cover that significantly improved the book's appearance.

## Results

Walsworth was able to help CPI realize their vision and goals for their catalog and delivered quality enhancements beyond their expectations. The solution allowed CPI to produce a more premium catalog in a higher quantity and at a lower cost than the previous version, and saved CPI 31% per catalog. Walsworth delivered exceptional service through the entire production process, making helpful suggestions along the way – even catching technical errors missed during

the proof process. CPI customers continue to provide unsolicited positive feedback on the new catalog, complementing the new design, format, overall appearance and quality of production.

CPI's Creative Director, Matthew Juzenas, shared this about his experience with the Walsworth team, "With Walsworth, I know I am in good hands from start to finish on every project with an expert partner. They execute in a great way, and provide an immediate fix when an issue occurs. Their expert guidance, coupled with a quality and care approach to each project, make Walsworth a valuable and effective partner."



**Walsworth**<sup>®</sup>

**Corporate Office**  
306 N Kansas Ave  
Marceline, MO 64658

**Missouri Plant**  
803 S Missouri Ave  
Marceline, MO 64658

**Michigan Plant**  
2180 Maiden Lane  
Saint Joseph, MI 49085

**Wisconsin Plant**  
656 S. Douglas St.  
Ripon, WI 54971

800.369.2965

www.walsworth.com