



A Case Study  
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*Walsworth*<sup>®</sup>

**W** | Alcoholics  
Anonymous



# Helping AAWS Save on Print Costs Without Sacrificing Quality

## Needs

Alcoholics Anonymous World Services (AAWS) publishes their book “Alcoholics Anonymous”, also known as The Big Book, the cornerstone of its life-saving mission. In 2020, AAWS partnered with Walsworth to print this 450,000-copy, casebound book twice annually. As AAWS navigated post-pandemic challenges and rising costs, they needed a print partner who could maintain quality while offering cost-effective solutions.

## Solution

Walsworth suggested AAWS replace the Big Book’s traditional dust jacket with a printed gloss cover – a move that reduced production complexity and costs. Additionally, Walsworth identified an opportunity to transition from a leather debossed cover to a matte-laminated one. The new format maintained a premium feel while delivering significant savings.

The book block is produced at Walsworth – Ripon, and casebinding and foil stamping are completed at Walsworth – Marceline, a testament to the advantages of Walsworth’s multi-location manufacturing.

## Results

**By implementing Walsworth’s suggestions, AAWS achieved:**

- Cost savings across major print runs without compromising quality.
- Streamlined production through coordinated work at multiple Walsworth facilities.
- Ongoing collaboration built on trust and transparency.

Walsworth is proud to support the crucial work of AAWS as their printing partner. Looking ahead, Walsworth will print AAWS’s Souvenir Book for their July 2025 conference – another step forward in our meaningful partnership.

