

A Case Study
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MAGAZINE

ART
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GREAT
OUTDOORS

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Streamline
Publishing

Walsworth's Smart Fulfillment for Streamline Publishing

Background:

Streamline Publishing produces two bi-monthly publications: Fine Art Connoisseur and Plein Air Magazine. Both publications cater to the art industry and share a similar distribution model. Prior to partnering with Walsworth, Streamline Publishing experienced ongoing issues with their previous printer, specifically regarding the accurate and consistent fulfillment of a supplemental brochure included with their magazines.

Problem:

Streamline Publishing requires a complex “pick and pack” operation to fulfill their orders. In addition to their magazines, they include a variable-page, saddle-stitched brochure, related to art shows and events. The quantity of brochures needed in each shipment varies and doesn't always line up with the number of magazines. Their previous printer struggled to manage this structure, leading to frequent errors.

Solution:

Walsworth offered fulfillment capabilities housed at Walsworth – Saint Joseph, leveraging the company's ability to handle the complex pick and pack requirements. Walsworth's system excels at handling Streamline Publishing's variable brochure quantities, ensuring accurate fulfillment. Additionally, Walsworth was able to accomplish all of this while offering a price that worked with Streamline Publishing's budget.

Results:

Since Streamline Publishing began working with Walsworth in May 2024, they have successfully completed multiple runs without any reported issues regarding fulfillment accuracy. Walsworth's efficient pick and pack operation has eliminated the errors they experienced with their previous printer.

Conclusion:

Walsworth's successful partnership with Streamline Publishing highlights the importance of understanding and addressing client-specific needs. By offering a tailored solution that included competitive pricing and a reliable fulfillment process, Walsworth resolved a critical pain point for Streamline Publishing.

