

A Case Study
Published by
Walsworth

He dunn
are so quick that it siri
"Oops!" says Pat.



"That is him!" says Enzo
"If we win six sets
The King!"



dings -ng, -nk
ing Pong King



Talewinds™ BY BRAINSRING

The par
Ping! Ping

says Enzo



Right Place, Right Time: Walsworth and Brainspring

Needs

Brainspring, an education and tutoring company based in Troy, Michigan, was preparing a major launch of 110 literacy-focused titles. Each book required short-run digital printing, consistent color work and kitting before delivery to their fulfillment center. They had tried several local printers but couldn't find the right fit; smaller shops struggled with the technical demands, while larger printers didn't provide enough support or guidance.

Brainspring needed a partner who offered digital capacity and educational market expertise while still providing reliable service.

Solution

During this search, Walsworth sales representative Andrew Shackelford made a timely call that reached Brainspring's owner. The call aligned perfectly with Brainspring's challenges, and Walsworth had just expanded its digital platform with the acquisition of Walsworth — Eau Claire. The facility's digital equipment enabled consistent quality across all titles, along with informed recommendations on the best coatings and stocks for their early-reader books.

Walsworth produced initial runs of 500 copies per title and, when those sold out immediately, delivered another 500 without delay. Brainspring found Walsworth to be their 'Goldilocks printer;' the right balance of capabilities, scale and hands-on support.

Results

With Walsworth managing production and kitting, Brainspring launched smoothly and stayed in stock during a critical sales period. The books met their design and durability standards, and the ease of reprints kept momentum strong.

Most importantly, Brainspring gained a dependable partner who understands their needs and supports their growth. Right place, right time proved to be the start of a long term partnership.





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it out
now!

walsworth.com

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