



Collaborating with Suppliers on Global Print Solutions

As Caterpillar has grown, the number of product offerings, manufacturing facilities, dealers and customers also has grown. Current, audience-specific and cost-effective product support and sales literature is essential to support all of these businesses and stakeholders – and that adds up to a lot of paper and space. Customer Services Support collaborated with Midland Information Resources (now Elanders Americas) to establish a global printing solution that reduces the use of materials and resources.

Elanders' solution was a regional print-on-demand service for 90 percent of Caterpillar literature. This solution eliminated

the need to store literature inventory in a 50,000-square-foot warehouse in Peoria, Ill., and then ship it to dealers around the world. Regional printing, along with the development of a streamlined automated process to combine multiple prints, has reduced literature warehouse space by 90 percent, shipping costs by an average of 80 percent for overseas facilities and has eliminated the emission of more than 600,000 kg of CO₂ into the atmosphere. In addition, by printing only the amount needed "on-demand," the amount of scrap paper generated annually has decreased by 6.6 million sheets or the equivalent of two fully loaded 777F Cat® trucks.