

COVENANT COMMUNICATIONS

Publishing Company



ANATOMY OF THE PROJECT

Summary of things created

- Books
- On-Demand Printing
- File Storage

CLIENT DESCRIPTION

Covenant Communications, Inc., a division of Deseret Book, has been in business for more than 20 years. The company is a nationwide distributor of quality books and manuals.

Covenant needed to print smaller quantities in print runs of 250, 500 and 1,000. Most printers are unable to meet this small of a demand at a reasonable price. But Covenant utilized the short-run publishing service of Alexander's to fulfill this need with professionally bound books finished in-house.

CREATIVE SOLUTION

Custom technology from Alexander's allowed Covenant to store digital files and use on-demand print services. This was particularly helpful for smaller authors wanting to get their books published without waiting on large publishing firms to gain interest in their work.

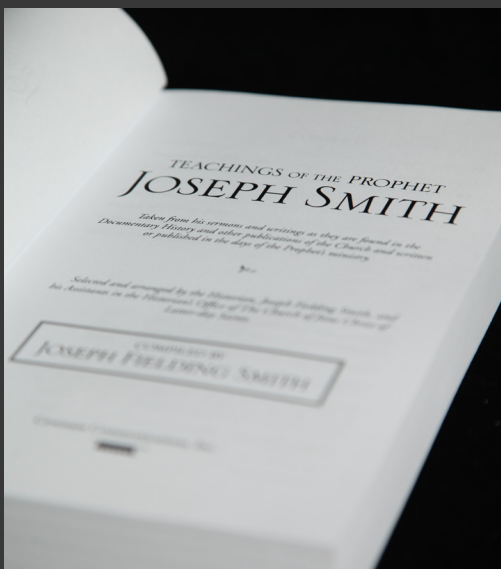
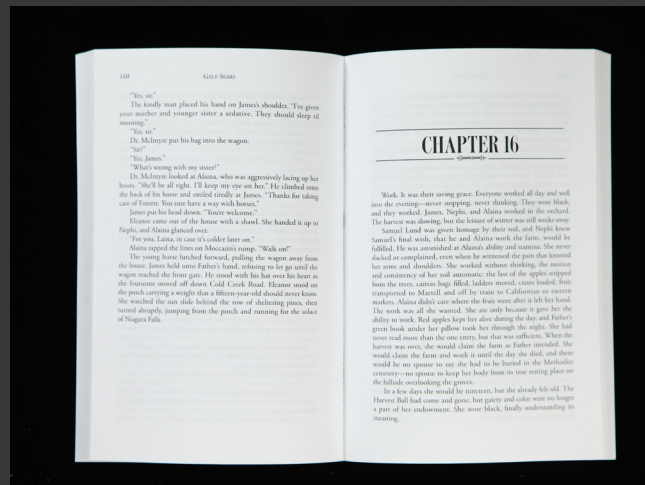
Both Covenant and Alexander's are Utah-based companies, which made it an even more convenient business relationship.

RESULTS

Short-run print capabilities helped Covenant fulfill smaller print needs.

Alexander's provided Covenant with high-quality digital printing services at an affordable price.

On-Demand printing capabilities provided fast turnaround times for clients that needed print services immediately.



"Thank you so much for getting the posters back to us so fast yesterday. That was truly incredible! Getting the posters as fast as you did allowed us to ship the posters with the new product instead of having to ship to 40+ stores twice. Thank you for all you do to help our company."

—Robby Nichols
Covenant Communications, Inc.