

Whether it's a large, one- time mailing, recurring shipments, or long-term storage of publications or materials, **we provide quick, efficient, and reasonably priced services.**

Client

Federal Trade Commission (FTC) via General Services Administration (GSA)

Project

Reduction of cost to distribute, store and increase fulfill speed of deliveries

Objective

Offer cost effective storage, distribution and fulfillment option for Federal Trade Commission. Improve processing time from time of order to delivery.

Problem/Concern

In 2010 FTC approached GPO/GSA for a distribution solution. FTC wanted to continue the robust production (more than



1 million copies) of the NET CETERA Project; however, the agency had a mandate to reduce printing/distribution costs by 10%.



Solution

GPO/GSA/FTC met to propose the dual distribution of the NET CETERA Project. This dual distribution would cause NET CETERA stock to be stored in Pueblo Publication and Documents Distribution Center (PuPDDC) and the Laurel Publication Distribution Center (Laurel PDC). Orders would be electronically sorted by zip-code.

Prior to the use of the **Dual-Distribution Network (DDN)** (a GPO exclusive service), an order to Richmond, VA would be electronically sent to the PuPDDC for processing from the FTC-DC location; then processed within 48 hours; placed in the transportation network and delivered 4 days later. The use of the **Dual-Distribution Network** allowed that same order to be routed to the Laurel PDC; processed with 48 hours and delivered 1 day later.

The ability of having the **DDN** in CO and MD logistically took advantage of the transportation industry's method of determining costs; the more distance a parcel travels the more it costs to ship.

Using the **DDN** cut down the distance each parcel had to travel, costs were **reduced by 44%**. Another advantage that was not a focus was orders were delivered faster without increasing costs (**average transit days were reduced by 2½%**).

This Dual-Distribution Network (Laurel/Pueblo) offered by GPO offers a 40% reduction in transportation costs over having a single point of distribution. It will also enable 65% of the zip-codes in the lower 48 states to be delivered via ground transportation in two days or less and 95% in three days or less.

For additional information, email smartdistribution@gpo.gov or contact a GPO National Account Manager at 202.512.1904 or email nam@gpo.gov.

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Client

US Army War College, Strategic Studies Institute (USAWC/SSI)

Project

Distribution, Storage & Fulfillment

Objective

Offer cost effective storage, distribution and fulfillment option for Strategic Studies Institute. Improve processing time from time of order to delivery.

Problem/Concern

In 2011 USAWC/SSI approached GPO for a distribution solution. The non-distribution staff of USAWC/SSI was spending 10-20% of the week processing SSI orders. In addition the inventory of SSI was stored ineffectively.



Solution

GPO met with USAWC/SSI to propose the relocation of the storage and distribution to the GPO Laurel Publications Distribution Center.

At the time of transfer to GPO USAWC/SSI had 84 items available in active inventory. Order fulfillment was completed by USAWC/SSI staff whenever time was available and the time from order receipt to fulfillment took 25 days.

Since the switch to GPO, in-stock items grew to 123 (**an increase of 46%**), and the time from order receipt to fulfillment dropped to less than 36 hours. Service time now is measured in hours — no longer days or weeks.

GPO was also able to **reduce transportation costs by 48% over the former in-house distribution network**. Director of Publications, James G. Pierce, Ph.D. of the USAWC/SSI indicates, "prices are in line with our estimates and we are very pleased with your service."

GPO is piloting a Print On Demand option with USAWC/SSI that will make three out of print titles available via the GPO Online Bookstore. The USAWC/SSI website will direct consumers to the GPO Online Bookstore.

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Client

Health & Human Services/
Office of Women's Health
(HHS/OWH)

Project

Storage and distribution cost
reduction; increased fulfillment speed

Objective

Offer cost effective storage,
distribution and fulfillment option for HHS/OWH. Improve
processing time from time of order to delivery.

Problem/Concern

In 2010 HHS/OWH approached GPO for a distribution solution
that could reduce cost. As with most agencies HHS/OWH
wanted to continue the robust production (more than 2 million
copies) of the Women's Health publications; however, they
received executive orders to **reduce printing/distribution
costs by more than 25%**.



Office of
Women's Health

Solution

GPO/HHS/OWH met to propose the relocation of the
distribution from a local private contractor to GPO. The private
contractor located in Northern, VA did not have the advantages
of deeply discounted transportation rates. The HHS/OWH was
broken up into three phases. Phase 1 the trial of *Best Bones
Forever*; Phase 2 - *BodyWorks* and Phase 3 the *Women's Health/
Women's Health Calendar* distribution.

Phase 1 started in the Laurel Publications Distribution Center
(PDC) in February 2011. The Best Bones Forever analysis
details **a 637% reduction cost order fulfillment by using
the Laurel PDC versus prior local third party logistics.**
Prior cost/order for the Best Bones Forever was \$458 per order
compared to GPO's cost of \$62 per order (**an average savings
of \$396 per order**). These savings plus the ease of transition
for HHS/OWH accelerated the start-up of Phase 2 and 3 by 4
months.

The prior validation of the **Dual-Distribution Network (DDN)**
(a GPO exclusive service) **provided 60% reduction** in the
Phase 3 operations.

The **DDN** in CO and MD uses a common sense approach to take
advantage of the transportation industry's method of determining
costs; the more distance a parcel travels the more it costs to ship.
Using the **Dual-Distribution Network** cut down the distance
each parcel had to travel. **Costs were reduced by 60% and
average transit days were reduced by 2½.**

**This DDN offered by GPO offers a 40% reduction
in transportation costs over having a single point of
distribution. It will also enable 65% of the zip-codes in the
lower 48 states to be delivered via ground transportation in
two days or less and 95% in three days or less.**

GPO continues to solidify the partnership with HHS/OWH by
designing custom Print On-Demand options, eBook conversion
and dissemination services and additional promotion and
distribution services based around the U.S. Government Online
Bookstore, New Titles by Topic email subscription service, and the
Government Book Talk Blog.

For additional information, email smartdistribution@gpo.gov
or contact a GPO National Account Manager at 202.512.1904
or email nam@gpo.gov.