



Software Logistics chosen for design and production of Birmingham City Council Catalogue

Birmingham City Council has chosen Software Logistics for the design and print production of the Birmingham City Council Catalogue. The catalogue contains details of products from up to 250 suppliers to the Council. Software Logistics will manage the production of the publication providing all the elements involved from typesetting through to printing 5000 copies of the finished catalogue.

The catalogue will consist of 28 sections ranging from first aid to furniture and will include advertising from a number of the contributing companies. Birmingham City Council will provide images and text from the different suppliers to make up the 900 page publication. Software Logistics' reprographics and design studio will manage the images and copy providing a full service including re-sizing of pictures and management of clipping paths through to finished artwork.

Once the colour catalogue has been printed, it will be sent to Birmingham City Council employees with responsibility for purchasing goods and services. Schools within the Birmingham City Council area also have the option to use the catalogue.

Keith Wright, Catalogue Production Manager at Birmingham City Council explained why Software Logistics had been selected, "Software Logistics responded to a bid via the European Journal. The company was chosen because of its experience, the service being offered along with a very competitive price. In the past the design and typesetting, and the print and bind elements of production have been awarded to two different organisations. However, this time on analysis of the tender Software Logistics came out on top in both categories.

It is a distinct advantage to have one company taking care of everything – it will make things easier and should leave less room for error. We are also taking this opportunity to freshen up the look of pages from previous years."

Barry Hurley, Managing Director of Software Logistics said, "An undertaking of this size and complexity requires project management at the very highest level. Core to our experience is a philosophy of total ownership and a belief in team strength. Thanks to our internal design team the catalogue will be produced with artistic integrity but at the same time with typesetting in mind. The result will be a publication which is easy to use and yet looks attractive".

Development of the Birmingham City Council Catalogue will begin immediately with delivery of the next edition in April 2006.

About Software Logistics

Founded in 1993 Software Logistics provides design, print and distribution services to clients with a requirement to package and distribute digital and printed material to a wide audience. Projects range from simple print and media production to complex multi-part packages across clients that include multi-national companies and Local and Central Government departments.

For more information visit www.softwarelogistics.com

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