



# Ripon in Action



**Kitchen Krafts principals Dean Sorensen & Sharlene Schobert worked closely with Ripon Printers' account team of Terri Bornick and Kathy Fredrick (pictured above) to ensure a smooth transition to CoMail.**

**CoMail Reduces Postage Costs by 10 Percent for Leading Kitchen Products Direct Merchant.** Kitchen Krafts, Inc. is a direct merchant of hard-to-find cooking tools, ingredients and supplies for creative cooks. The company's product range encompasses four major categories: cake decorating, home baking, candy making and home canning supplies. Within each category Kitchen Krafts offers a full range of tools, supplies, ingredients, books, how-to videos and packaging products. The company publishes and mails a mail order catalog throughout the U.S. and around the world. Kitchen Krafts has been serving the consumer and home business markets since 1989.

**Challenge** | With rising postage costs stressing the budgets of all catalog marketers and especially those with small to mid-range circulations, Kitchen Krafts sought a distribution solution that would help moderate increasing expenses. With a national catalog distribution of approximately 40,000, the mailing list simply did not have the ZIP Code penetration required for maximum USPS discounts. Kitchen Krafts turned to Ripon Printers, its print production source since 1991, for a recommendation.

**Solution** | Ripon Printers answered the call through co-mailing, a process that allows different catalogs or magazines to be produced within a specified timeframe and merged off-line into a common mailstream to achieve superior postal discounts. Finished copies of each publication are placed in a different pocket of a highly specialized piece of collating equipment. The system then feeds each title based on the respective sortation order. Combining multiple titles into one mailstream results in a finer sortation, generating even greater savings through postal worksharing discounts.



After taking the initiative to analyze the client's most recent mailing, Ripon Printers knew that co-mailing would be beneficial and recommended making the shift. As a result, Kitchen Krafts was able share in the postal advantages of a co-mailed distribution that totaled nearly one million pieces compared to the cataloger's mailing list of 40,000. The main adjustments for the cataloger were to plan the mailing to fit within the co-mailing schedule and to allow for addressing within a prescribed area. Kitchen Krafts also had to forego inside inkjet imaging because that is not possible in co-mailing environments.

Three other CoMail requirements – a USPS Centralized Account Processing System (CAPS) account, a mailing permit indicating the entry point of the co-mailing center and list processing performed by Ripon Printers – were easily managed. Helping to streamline the process was the fact that Kitchen Krafts used Ripon's CAPS account, a service not available in every co-mailing program, which meant they did not have to open an account of their own. And while Kitchen Krafts had previously mailed using their own company permit at Ripon, they opted to use Ripon's CoMail permit at no charge versus applying for another entry point. Plus, they were an ongoing user of our list processing services, so changes to their normal procedures were not necessary in that area.

**Results** | Kitchen Krafts experienced a \$1,500, or 10 percent, net savings from CoMail with a catalog having a piece weight of 3.02 ounces and circulation of 40,000. Here is how the various mailing options compare:

\$15,000 – Postage if mailed entirely from  
Ripon Printer's facility

\$14,850 – Postage if mailed with BMC drops

\$13,500 – Postage with CoMail

The catalog also hit the all-important in-home dates, and savings will grow as the co-mailing pool increases in size. While the mailing timeframe for CoMail is a few days longer, time is often made up through greater amounts of mail being drop shipped closer to the final destination point.

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**Cutting Edge** | “Ripon Printers is always on the leading edge of new technologies and systems that will save us money and enhance quality. CoMail is a great solution for lowering our postage costs and the entire process went smoothly right from the beginning.” — Dean Sorensen

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