

A Case Study
Published by
Walsworth[®]



W | Sophia
Institute Press

Walsworth Helps Sophia Institute Press Create Brand-New Monthly Publication

Background

Sophia Institute Press is a publisher that specializes in Catholic publications and materials. Walsworth's relationship with Sophia Institute Press began in July 2020, when we printed several children's books for them. Soon after, Sophia approached us with an idea for a brand-new monthly publication, and our team stepped up to the plate.

Challenge

In April 2021, Sophia Institute Press approached Walsworth with the idea of creating a new monthly publication. The book was to be modeled after similar Catholic daily use titles available in Europe. The challenge was to replicate the look and feel while ensuring high-quality production and efficient distribution to Sophia Institute Press' reader base.

Solution

By sample analysis, Walsworth's team was able to provide recommendations for materials, including paper, cover stock, ink, colors and coating. These recommendations happened to align with our printing capabilities, thanks to specialty equipment at our Ripon, Wisconsin, printing facility. This ultimately allowed Sophia Institute Press to achieve a product that not only matched their vision but also resulted in significant cost savings.

Results

The successful launch of *Benedictus* in August 2021 marked a significant milestone in the partnership. Walsworth met Sophia Institute Press' quality and budget expectations, while Sophia Institute Press gained a reliable partner for their new flagship publication. *Benedictus* has garnered the approval and praise of multiple high-ranking individuals in the Catholic church in addition to its devoted reader base.

Conclusion

This project demonstrates Walsworth's ability to adapt its services to meet the needs of clients, as well as the ability to analyze and successfully replicate existing print projects. Walsworth's commitment to quality, cost-efficiency and personalized service enabled Sophia Institute Press to successfully launch their brand-new publication. This case study exemplifies the benefits of a strong partnership between publisher and printer, ensuring a high-quality product that meets the client's vision and budget.

