



John Palumbo  
Owner, Publisher  
*Rhode Island  
Monthly*

# "It's the whole package."

When John Palumbo brought his flagship title back to Lane Press after a stint with another printer, it was for their biggest issue of the year – the annual *Best of Rhode Island*. Produced on a condensed schedule in order to ship in time for a locally hosted, high-profile party, it featured a long list of award-winning businesses to be honored at the event.

"If we were nervous that Lane couldn't handle the fulfillment, or the delivery, or timing, it would have added a great deal of anxiety for us, coming back with this issue," says Palumbo. "But in our minds, it was like: No problem. They're going to knock this out of the park. And they did.

"That's everything from the print quality to delivering on time to sweating the small stuff along the way."

## Stepping up

Rhode Island Monthly Communications is no stranger to Lane Press. The multi-title regional publisher has been printing with Lane, in some capacity, since 1999 — though economic circumstances led Palumbo to move his monthly title to a big printer a few years ago.

"Every issue with that printer was a struggle," he recalls. Citing chronic problems like sweeping color variations, poor binding jobs, missing signatures, and late shipments, Palumbo notes that he and his staff became increasingly frustrated by the "endless phone calls" and promises that mistakes wouldn't happen again.

Having *Rhode Island Monthly* back at Lane, says Palumbo, "is like night and day."

"There's an intangible about working with Lane. I just know that quality and service aren't going to be wild cards."

Describing clear, proactive communication and reliable results from Lane, he concludes, "You just get the sense the whole place is rowing in the same direction. With Lane, I don't ever feel like anyone's pandering to us, telling us what we want to hear."

"There's an obvious sense of pride — a belief that to have a good business and partnerships that work, they need to step up and do a good job."

This pride, says Palumbo, comes across in the quality of the end product.

"We've always said there's no better printer than Lane at putting ink on paper. That's been our experience and our mantra since Day 1. But really, it's across the board. It's the binding, the registration, the color — it's the ink balance and the books arriving on time ... it's the whole package."

## Spot on

This close attention to detail, says Palumbo, is critically important when it comes to the custom publishing side of his business. In addition to its own monthly magazine, two annuals, and a host of ancillary pieces, RIM also produces a variety of custom work for private and non-profit businesses around the state.

"With custom publishing, you're never guaranteed to get that contract again," says Palumbo. "The customer has to be *really* satisfied."

Palumbo says he can trust Lane to come through in a way that reflects positively on RIM. "Lane got our attention with targeted pricing, which makes the custom work doable. But beyond that, I know they're going to sweat the details. The print product is going to be spot-on with respect to the files we provide, and they're not going to send an 18-wheeler to deliver overruns to one of our small clients — and then ask them to hand-truck the stuff three blocks," he says. "Ultimately, it's that level of detail that helps us succeed."

Sometimes, Palumbo points out, what he needs to be successful as both a regional and custom publisher is a degree of flexibility. "If something comes up and we need to push a ship date or buy some time, we never hesitate to pick up the phone and call Mike Stowe, our customer service rep. Instead of giving us *the big sigh*, he'll say, 'Sure, we can do that,' and then he'll tell us what our options are. It's always a candid, informed discussion — like you'd have with someone who's a partner."

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