

### Project Summary

#### Objectives

- Capitalize on publicity behind FDA Approval of a new medication
- Get prescribing information to market immediately by getting information in sales reps' hands next day

#### Results

- 4,500 booklets printed and shipped to 100 locations, same day
- Reps in the field had product information in prescribers' hands next day

### Just what the doctor ordered.



A local pharmaceutical client received FDA approval of a new drug the day before and needed to get prescribing information into prescribers' hands by the very next day. They called us at 10 AM with a rush order of 4,500 copies of a 28-page color document. Could we print, bind and fulfill same day? Yes we most certainly could! With the addition of our Canon® i300 inkjet press, all 4,500 booklets were printed and distributed via FedEx with time to spare!

### Corporate Background

Goodway Group of Massachusetts is a ninety-year-old privately held print, marketing, and distribution company headquartered in Burlington, Massachusetts. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn more visit [www.goodwaygroup-ma.com](http://www.goodwaygroup-ma.com)  
or call 781-272-2690