



PRINTING

Supply & Demand | Denver

THE GREAT PAPER DILEMMA

For those of you that follow the Sanctuary's quarterly newsletter on a regular basis, you may have realized we recently missed printing another issue of our beloved newsletter...

Of course, missing any newsletter edition is the last thing we want to do, but given the current situation involving supply and demand – we had no choice but to forego printing the spring edition of the Sanctuary News.

Why? It's actually quite simple - but at the same time – it is extremely frustrating!

Given massive across-the-board paper industry supply shortages... combined with a seemingly endless array of transportation challenges... our long-time printing company of choice, Publication Printers, was unable to meet the demands of their clients. Through no fault of their own, this Denver based company found itself joining the ranks of so many other printing

companies out there who were suddenly told there was now an industry-wide paper shortage!

This less than wonderful news was translated to us earlier this year just as we were preparing to assemble our Spring Newsletter. Officials at the press informed us of the critical shortage and explained how it would be impossible for them to garner enough paper to print adequate copies of our newsletter to mail out to everyone.

Of course, we were heart broken to hear this, especially after failing to get an earlier edition out last year. Although we had good reason to miss the Fall 2021 issue, we never expected to be back in a similar position ever again!

Yet, with all things pandemic, we now realized that both the printer and the Sanctuary were stuck between a rock and hard spot. Going forward, the printer was forced to divulge that these shortages could last the entire year! Of course, there was a chance the supply chain could improve as manufacturers began to return to production... but no one was really sure what future supply levels would be.

Thus, we had to come up with a plan that could help ensure our Newsletter would not go silent! Our best option was to forego printing the Spring issue and ask the printer to continue hoarding paper as it came in just so they could guarantee they would have enough on hand to print our Summer edition.

Thankfully, the printer agreed to go forward with our plan and promised to have the supplies that would be needed to get our next edition into the hands of every supporter. And as you now see, the plan worked!

We, of course, hope both paper and other supply shortages will become less and less pronounced as the year goes on, as that will help ensure that each future newsletter reaches you without fail. For now, we are extremely happy that you are reading these words in the comfort of your own home or office and will also be able to share it with others who would like to learn more about our ongoing work to save lives! 🐾