Virtual Wholesale with Ingram PTO (Print-to-Order)

Never miss an opportunity with our PTO virtual inventory model.

PTO ensures your titles are made immediately available for print upon upload. So, when demand changes, you're more than ready to capture every book sale.

Benefits of PTO

Reduce the fully loaded costs of offset printing and shipping, improve cash flow, and increase speed to market.

Minimize stocked inventory and warehouse fees and eliminate inventory management problems.

Increase sustainability and reduce waste by printing exactly the quantity needed for received orders.
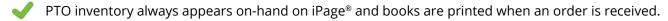
Maximize backlist revenue by keeping full catalog in-print—out-of-print becomes obsolete.

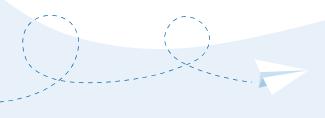Spend more time focusing on acquiring content and authors.

PTO is supported through Lightning Source US, UK, Australia, and Sharjah and is a single setup for all markets. Through our additional Global Connect markets, global availability is streamlined.

How it Works

✔ PTO inventory always appears on-hand on iPage® and books are printed when an order is received.

✔ Orders come from Ingram's 49,000+ customer base.

✔ When a bookseller places an order for your books, we sell at the price you set with a wholesale discount.

Titles loaded into your Lightning Source account can easily be made available for PTO.

To make this change, contact your Lightning Source Inventory Solutions account manager or Client Service Representative.

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