



Logista Libros and Lantia Publishing put an end to “out of stock” books

**LOGISTA LIBROS INTEGRATES BOOK DISTRIBUTION AND
PRINT ON DEMAND**

Logista Libros, the largest independent book distributor in Spain, has launched a new integrated service of distribution and print on demand in collaboration with Lantia Publishing, leader in using new technologies in the publishing industry.

As a result of the agreement, bookshops and points of sale will order Logista Libros copies of titles out of stock, so they will be produced, even a single unit, to fulfill any order.

This print on demand service (or POD), combined and integrated with the distribution will provide significant advantages to the whole book industry.

Accordingly, readers will see the extinction of the concept “out of stock”, the title will always be available to order and will be at anyone’s disposal, so providing a new life to the titles.

Also, publishers will have the possibility of optimizing print runs and bookshops will have access to titles that were until now sold out, satisfying the readers’ demand and optimizing the commercial space at their points of sale.

This new service will be available since May for the list of titles Lantia Publishing currently works with.

According to Daniel Oropesa, Logista Libros General Manager, “this new service by Logista Libros highlights our commitment to the industry. Logista Libros is committed to a high degree of innovation, effectiveness and fast adaptation of processes in the face of the challenges and changes in the industry. We are convinced that both publishers and bookshops will enthusiastically embrace this model and will soon benefit from it”.

Meanwhile, Enrique Parrilla, Lantia Publishing CEO, said that “This agreement is a milestone and an inflection point in the way millions of books will be distributed in an immediate future. Over 80,000 titles are published in Spain every year and the space at shelves is limited, so printing on demand is a great solution for the publishing industry”.



About Logista Libros

Logista Libros is the largest independent book distributor in Spain and the benchmarking provider for the publishing industry.

The company provides a broad coverage to the most demanding publishers and clients' needs, facilitating added value solutions suited to their needs and accompanying them in their growth with the assurance and soundness of the company and the Logista Group, the leading distributor of products and services to proximity retailers in Southern Europe. Logista Libros has a high degree of innovation, efficiency and fast adaptation to the industry's new requirements.

Logista Libros allows its clients to focus on their core business keeping control of every stage of the distribution including transport, carried out through the Logista Group's companies Integra2 and Nacex, so all operations are integrated, controlled and carried out by a single operator.

Logista Libros provides the maximum operating assurances due to its information systems and the coordination of a highly qualified and specialized staff in all areas of the distribution process.

www.logistalibros.com

About Lantia Publishing

LANTIA PUBLISHING started in 2013 at the hands of Enrique Parrilla and Chema García and has positioned itself as a leading company in providing technology services for the publishing industry, particularly in the areas of self-publication and assisted self-publishing.

In November it was recognized with the *Global Red Herring Award*, awarded in Los Angeles by the US technology and finances magazine, as one of the one hundred most innovating companies in the European technology landscape.

The Red Herring award has been delivered in previous years to companies like Facebook, Twitter, YouTube, Skype o Google.

www.lantia.com