

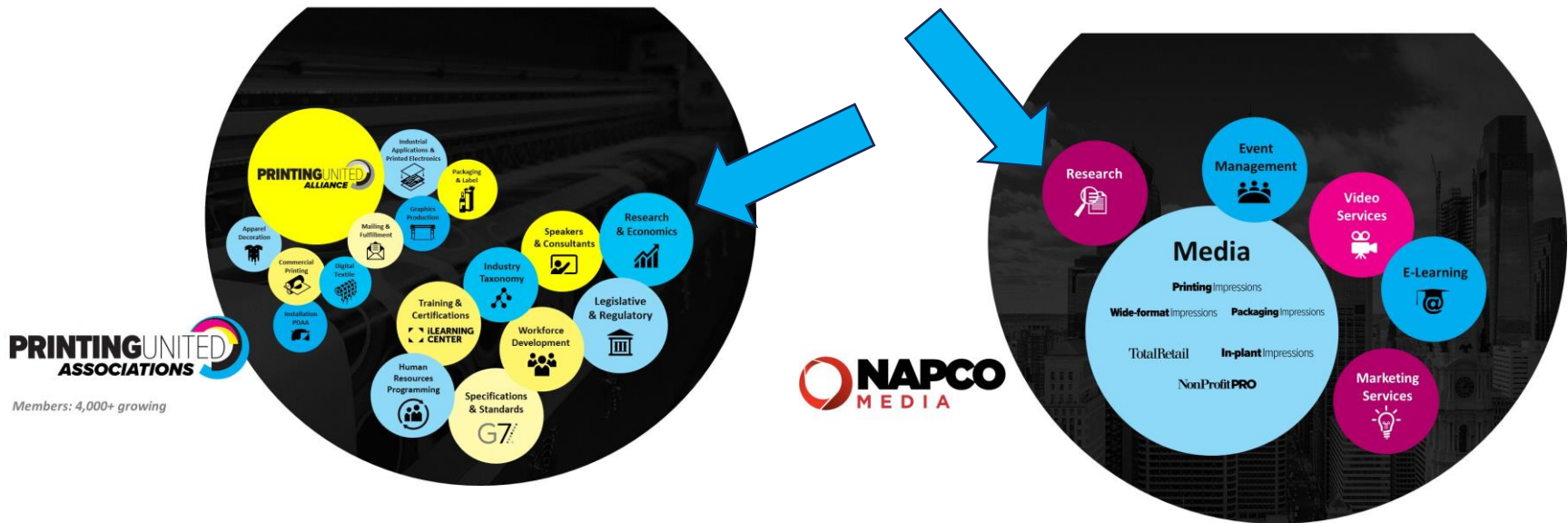


Printing Industry 101: All About Print Products & Your Sales Opportunities

Lisa Cross, Principal Analyst,
NAPCO Research/
PRINTING United Alliance
Lcross@napco.com

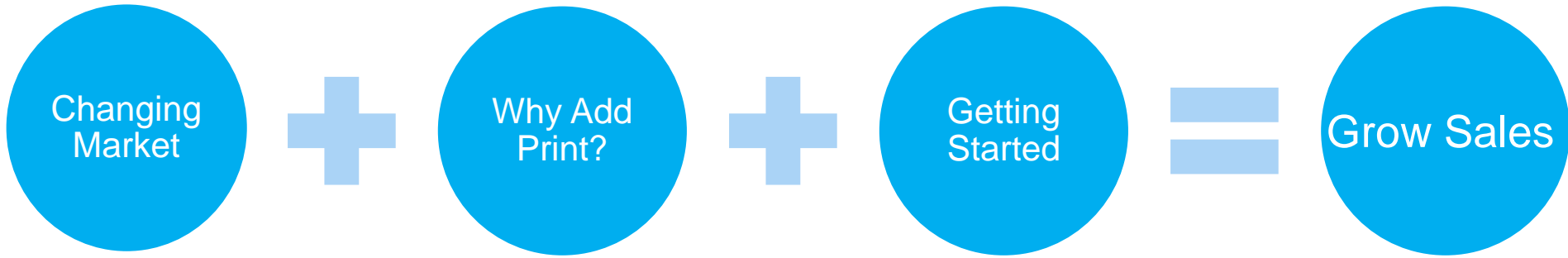
March 29-31, 2025

■ WHO WE ARE



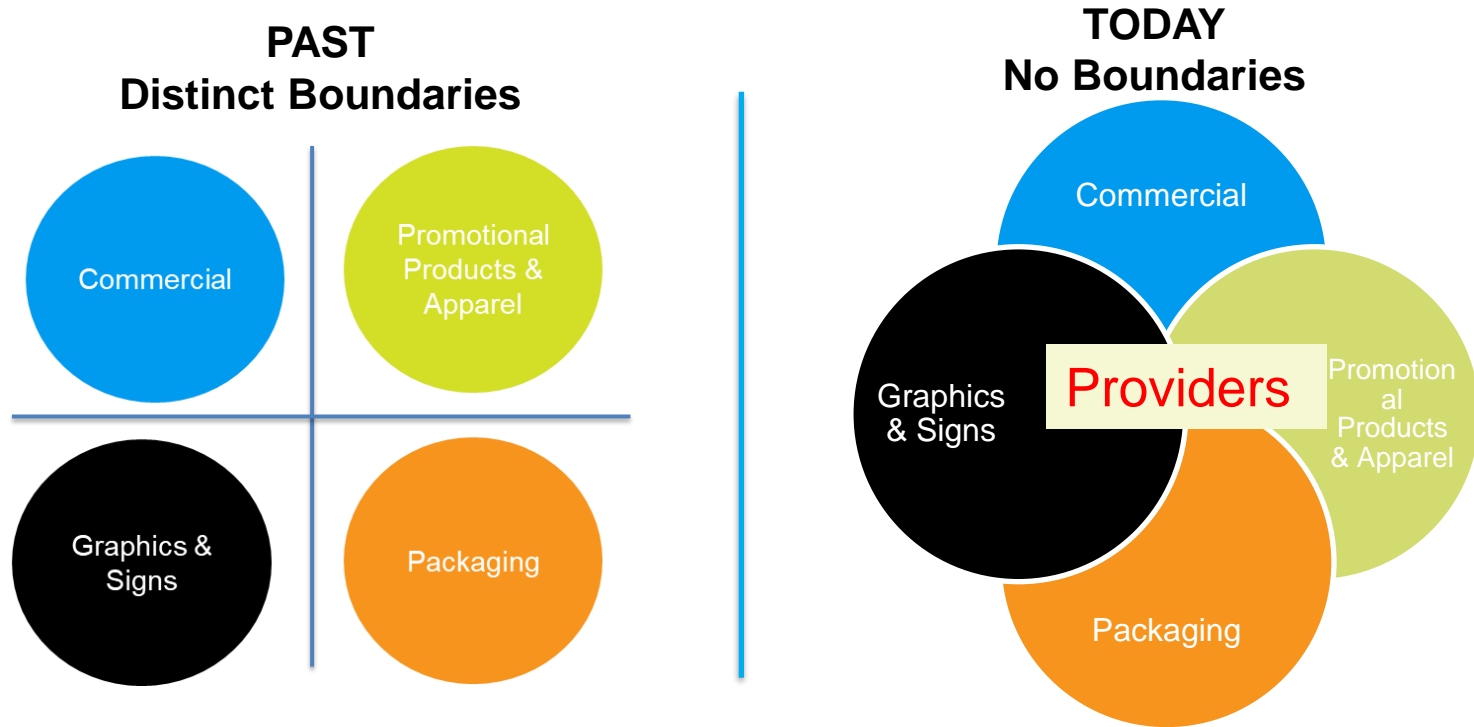
Our organization serves **over 4,000 members**, representing **more than 20,000 individuals with over 300,000 subscribers worldwide** across all categories, including printers, suppliers, installers, consultants, educators and students.

■ TODAY'S CONVERSATION...



A CHANGING COMPETITIVE MARKET

CONVERGENCE IS RESHAPING ALL PRINT MARKETS



PRINT INDUSTRY CONVERGENCE BY THE NUMBERS

Seven Out of 10

Many new players entering your market

Primary Segment	Diversified Beyond Primary Segment		Secondary Segment Added					
	Yes	No	Commercial Printing	Graphic and Sign (Wide-format)	Apparel Decoration	Package Printing Converting	Functional Printing	Promotional Product Imprinting
All companies surveyed, n=583	67.8%	32.2%	14.9%	38.6%	6.0%	17.0%	9.3%	24.5%
Commercial printing, n=234	74.4%	25.6%	---	59.4%	11.5%	31.6%	7.3%	14.5%
Graphic/sign production, n=70	70.0%	30.0%	45.7%	---	11.4%	12.9%	21.4%	12.9%
Apparel decoration, n=210	60.5%	39.5%	13.3%	31.9%	---	5.7%	7.6%	44.3%
Package printing/converting, n=48	70.8%	29.2%	45.8%	27.1%	0.0%	---	12.5%	14.6%
Functional printing, n=17	52.9%	47.1%	17.6%	35.3%	0.0%	23.5%	---	0.0%

Source: PRINTING United Alliance State of the Industry Panel

YOUR PEERS ARE ADDING PRINT...

The screenshot shows the hds website interface. At the top left is the hds logo. To its right is the phone number 800.220.1497, followed by 'TALK TO US »' and 'PRODUCT SEARCH »' buttons. Below the navigation bar are links for 'brand solutions', 'about us', 'success stories', 'newsroom', 'contact us', and 'make a payment'. The main content area features a woman in a yellow sweater presenting to two men. A large screen behind her displays a grid of promotional items: pens, a keychain, a cap, a mug, a t-shirt, a water bottle, and a sign. A red circle highlights the text 'printing, packaging + signage' in the list of services. To the right of the screen, text reads 'our team will help you show off your brand' followed by a list of services: 'corporate apparel + uniforms', 'promotional merchandise', 'incentives + awards', and 'printing, packaging + signage'. Below this is a teal box with the text 'we go to great lengths to make you look good.' and a 'see more' button.

hds

800.220.1497 TALK TO US » PRODUCT SEARCH »

brand solutions about us success stories newsroom contact us make a payment

our team will help you **show off your brand**

- corporate apparel + uniforms
- promotional merchandise
- incentives + awards
- printing, packaging + signage

we go to great lengths to make you look good.

see more

■ ... & EXPANDING PRINT CAPABILITIES

BAMKO CULTURE

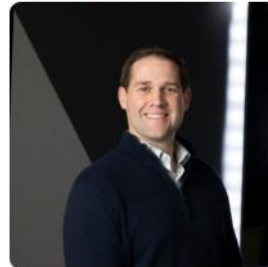
BAMKO's Commercial Print Expansion: Meet Michael O'Neal

👤 Laura Hiserodt 📅 June 6, 2024 ⌚ 5:08 pm

Big news! [BAMKO](#) is expanding our commercial print capabilities, and we've got a dynamic expert joining the team to help us make it happen.

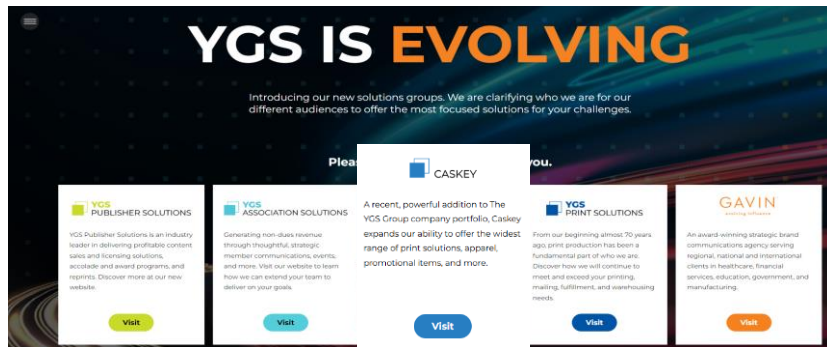
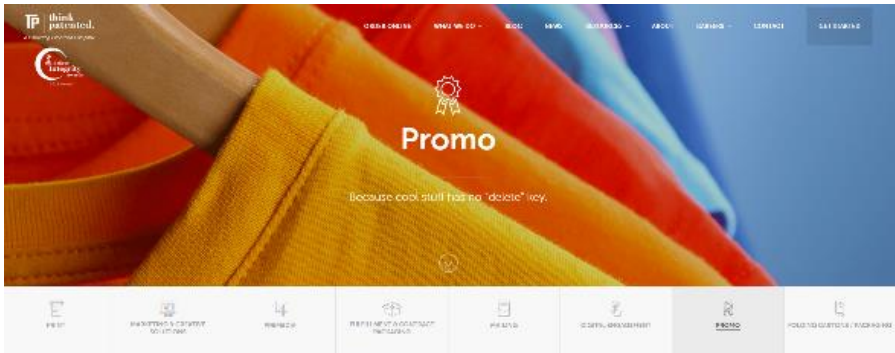
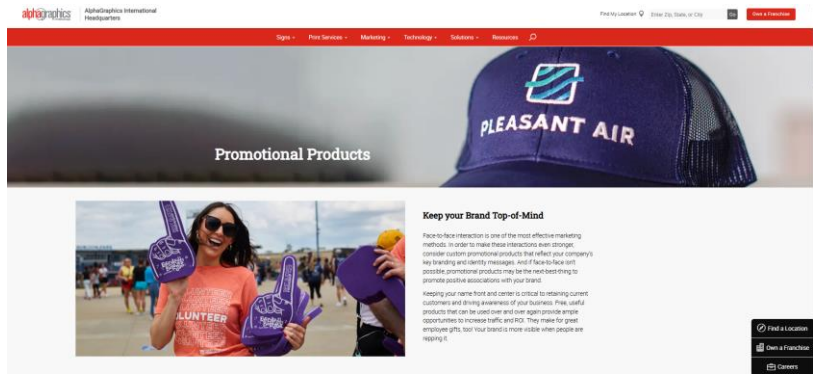
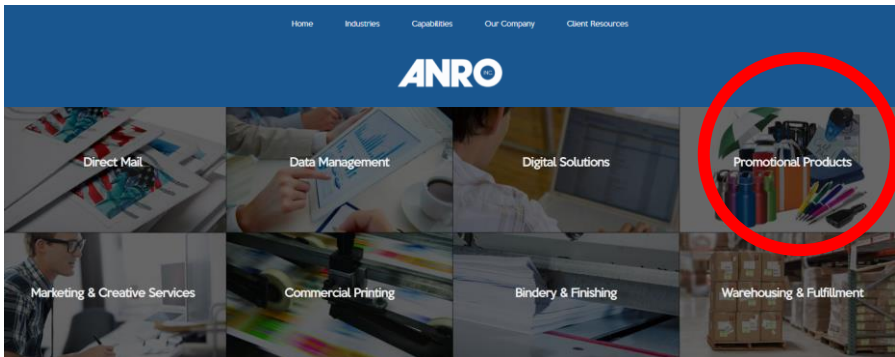
Meet [Michael O'Neal](#), our new Vice President of Enterprise Accounts. With over thirteen years of experience, O'Neal has held senior leadership roles with leading companies in the industry. Now, he is ready to take his role as a subject matter expert to new heights, spearheading BAMKO's expansion into the commercial print vertical.

We sat down with O'Neal to get to know more about him and his goals for this new role:



BAMKO
(asi/131431) is
#8 on ASI's
Counselor Top 40
Distributor list

PRINTERS ARE OFFERING PROMOTIONAL PRODUCTS



FRANCHISES & AFFILIATES ALSO OFFER PRINT

OPPORTUNITIES

PROforma

Printing Services

Your printed projects speak volumes about your business and brand. As your printing expert, guiding you through the printing process is a key component for a successful printing project. To ensure you leave lasting impressions, we'll help you from start to finish with selecting professional graphic treatment, paper and design options, and recommending production and distribution methods.

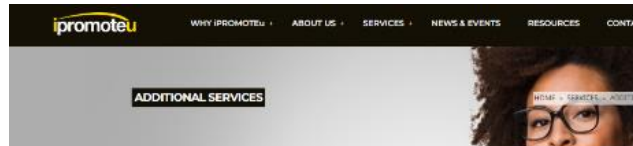
Proforma will help you deliver creative and professional results with custom or web-based print-on-demand projects and dynamic services including:

- Annual Reports / Executive Business Material
- Booklets, Handbooks and Catalogs
- Flyers, Posters and Brochures
- Marketing Materials and Sales Collateral
- Binding and Finishing
- Creative Services
- Custom Packaging
- Prepress and Digital Printing
- Green/Eco-friendly Printing
- Variable Data Printing
- Direct Marketing

To learn how our Printing solutions can uniquely introduce your company and brand, [contact us today!](#)

About Proforma

- ABOUT
- EXECUTIVE TEAM
- HISTORY & RECOGNITION
- STRATEGIC PARTNER OPPORTUNITIES
- NEWS
- BLOG
- CAREERS



COMPLETE SUPPORT FOR YOUR SUCCESS

No other promotional products distributor provides as much service and support to AFFILIATES as IPROMOTU. We believe that your success is our success, and so we're committed to providing the resources, advice, training, and services that you need to help you achieve a level of personal and professional success that you never before thought possible. We are constantly adding new services to our Affiliate support portfolio.



TRADE SHOW PARTICIPATION

IPROMOTU attends, exhibits at, and sponsors a number of promotional products industry events around the country. As an IPROMOTU Affiliate, we can get you access to these events without any additional cost — even if you're not a member of the show's host association or organization.

PRINT & PACKAGING

IPROMOTU has won extensive awards for our print and packaging services over the years. Whether you already sell or would like to sell custom print and packaging services, IPROMOTU can help. Our print and packaging division is led by industry expert Bob Schwei, who has formed a preferred print vendor network with discounted pricing, special programs, and more — exclusively for IPROMOTU Affiliates.

■ PROFIT POWER PLAY: PRINT + PROMO

Organizations
that buy Print
buy Promo,
and vice versa!



KEY BENEFITS IN ADDING PRINT

Grow Sales

**Meet
Customer
Demand**

**Increase
Customer
Stickiness**

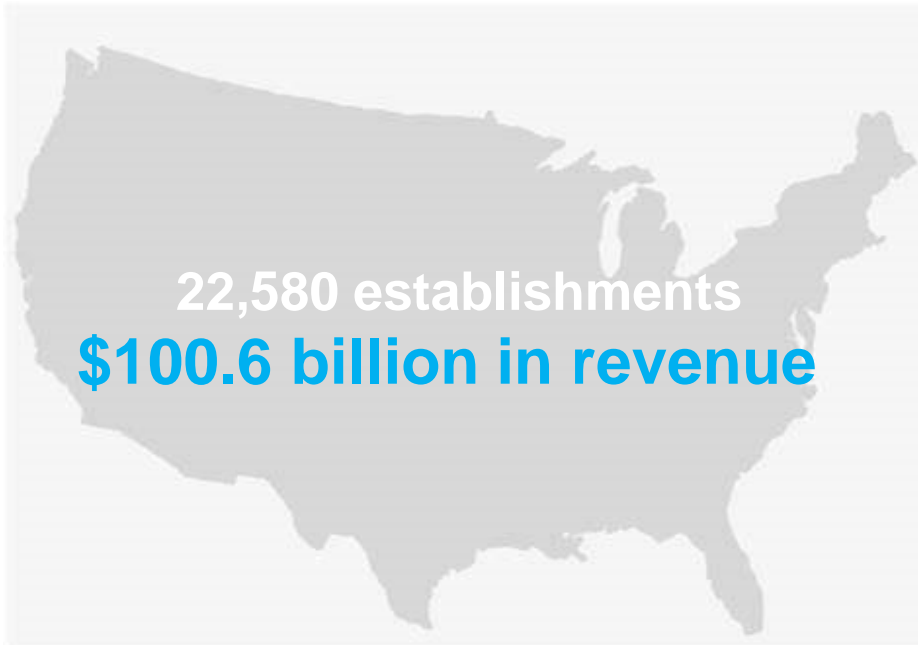
**Diversify Revenue
Streams**



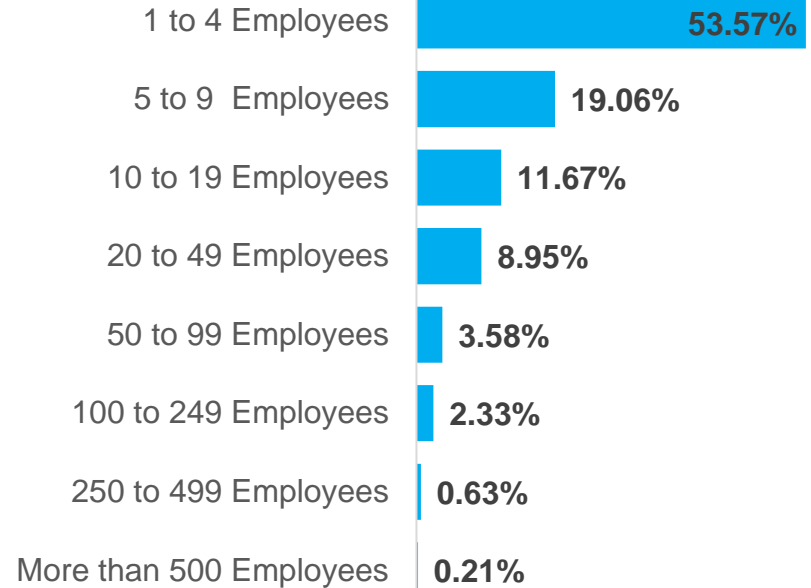
Photo is licensed under CC BY-NC

THE PRINT OPPORTUNITY

PRINTING INDUSTRY BY THE NUMBERS



Establishments by Size



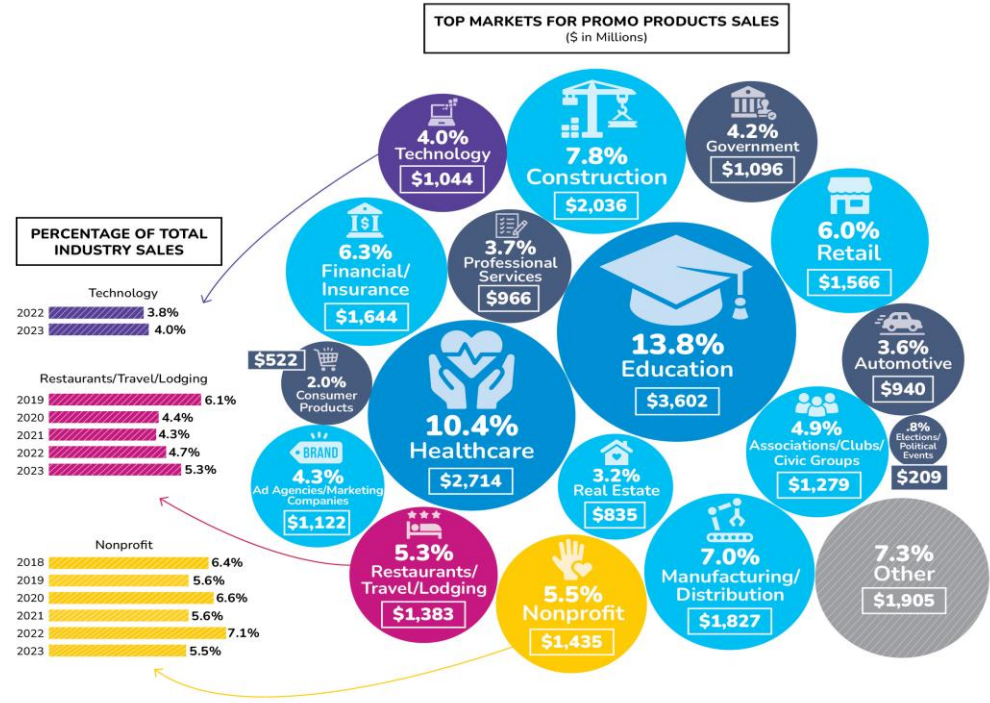
Source: U.S. Census Bureau's County Business Patterns, 2021 (most current reference year)
PRINTING United Alliance Research

■ ALL INDUSTRIES USE PRINT

automotive consumer
utilities manufacturing
products services financial electronics
beverage legal construction
media banking
travel insurance retail healthcare
education food nonprofit
entertainment
hospitality restaurant

WHERE IS YOUR INDUSTRY OVERLAP?

These are the top markets for promo products sales – and they all use print!



Source: 2024 State of the Industry (ASI Research)

■ WERE IS YOUR CUSTOMER OVERLAP?

- Merchandisers
- Designers
- Purchasing director
- Purchasing manager
- Business manager
- Marketing executive
- Marketing director
- Chief experience officer
- Event manager
- Brand manager
- Human resources director
- Marketing coordinator
- Marketing manager
- Store manager
- Chief marketing officer
- Customer relationship/loyalty manager
- Communications director
- Office manager
- Product manager
- Facilities manager



■ ORGANIZATIONS USE PRINT & IT DELIVERS RESULTS

- Print is an important communication method for our organization: **93%**
- Print is used in print in multi-channel campaigns: **81%**
- Printed marketing materials deliver results: **92%**



n=316 Communication Buyers and Influencers, Source: NAPCO Research Annual Commercial Print Industry Trends and Strategies Service, 2023

KEY PRINT APPLICATIONS



Direct Mail

Personalized mail for target marketing campaigns with high ROI potential.



Marketing Collateral

Brochures, business cards, stationery, and booklets to support brand messaging.



Packaging

Custom boxes, labels, and tags for enhanced product and kitting presentation.



Sign & Display Graphics

Banners, signs, and event displays for impactful visual communication.

PRINT PRODUCT MARKET OUTLOOK

Market	Number Forecasting	Projected Average Annual 2023-2025	3-Year Compounded
Window Graphics	145	3.3% - 5.1%	10.2% - 16.1%
Direct Mail	202	2.8% - 4.6%	8.6% - 14.4%
Posters/Presentation Graphics	99	2.6% - 4.3%	8.0% - 13.5%
Marketing Collateral	171	2.4% - 4.4%	7.4% -13.8%
Tags/Labels/Decals (including industrial)	243	2.4% - 3.9%	8.0% - 12.2%
POP/Retail Displays	212	2.0% - 3.3%	6.1% - 10.2%
Books	171	0.7% - 2.1%	2.1% - 6.4%
Business Cards/Envelopes/Letterhead	189	0.3% - 1.5%	0.9% - 4.6%
Technical Documentation/ Manuals/Directories	151	0.1% - 1.6%	0.3% - 4.9%

Source: State of the Industry Update, 2nd Quarter 2024, PRINTING United Alliance

■ THE KITTING OPPORTUNITY

Kitting involves grouping different print and promotional items customized with a company's logo, message, or design into a pre-assembled kit.

Kitting Examples

- **Sample Kits:** Companies send out boxes with product samples to promote new or existing offerings.
- **Sales Kits:** Compilation of printing brochures, sell sheets, and possibly promo giveaways and product samples.
- **Welcome Kits:** For onboarding new employees or showing appreciation to clients.
- **Branded Event Kits:** Ideal for virtual events, trade shows, or conferences.
- **Corporate Gift Packs:** High-end gifts for VIP clients or partners.
- **Product Launch Kits:** Introduce new products or services.



Image Source: ASI Central

PRINT & PROMO: WORKING TOGETHER IN KITTING



Source: Bēhance*



Source: Bēhance*



Source: Sky High Marketing (asi/328476)

*Bēhance is a creative networking site, owned by Adobe, whose focus is to showcase and discover creative work.

■ ADDING PRINT ENHANCES CUSTOMER EXPERIENCES

- Typically, different suppliers for print and promo components but increasing customer preference for single sourcing
- 75% of communication buyers and influencers prefer full-service providers
Source: NAPCO Research 2024
- Opportunity to consolidated supplier base and enhance customer experience
- Offering both print and promo makes a distributor indispensable



“If they’re buying five print products and 10 promo products, there’s a low chance of them finding somebody else that can match all the things you’re doing for them.”

Paul Keely, King Print & Promo

Source: “Double the Impact: What Print & Promo Distributors Should Know About Each Market, ASI Media/PPM, October 2024

FINDING PRINT PROVIDERS

WHERE TO BUY PRINT

TYPE	CHARACTERISTICS
Commercial Printers	Offer a range of services. Prints almost anything including brochures, postcards, flyers, posters, and more. Typically, don't specialize in one narrow market niche.
Quick Printers/Copy Shops	Refers to business that offer fast printing and copy services, and usually have retail storefront for selling services.
Retail Stores	Office supply stores (including Staples, OfficeMax, the UPS Store) that offer customers print applications and graphics printing.
Sign and Display Graphic Printers	Establishments that primarily print signs, banners, posters, or point-of-purchase displays.
Online Providers	Sell print via an online storefront or customized web portal.
Trade Printer	Provides printing services exclusively to brokers, resellers, and other printing companies, rather than directly to the end customer.

FINDING PRINT PROVIDERS

Provider at Top of List
\$4.6 Billion in Sales

Printing Impressions
AMERICA'S MOST INFLUENTIAL AND WIDELY READ RESOURCE FOR THE PRINTING INDUSTRY

2024 PRINTING IMPRESSIONS

300

PRESENTING OUR 41ST ANNUAL LIST OF THE TOP 300 PRINTING COMPANIES IN THE U.S. AND CANADA

3 Printing Impressions | PFIworld.com | December 2024

PRINTING IMPRESSIONS 300										
Rank	Company	Total Sales (\$Millions)	Revenue from Printing (\$Millions)	Primary Product	Primary Specialties	Printing Processes	Headquarters			
1	Graphic Arts	\$4,600.00	\$1,300.00	17	Business Cards	100%	San Francisco, CA			
2	Graphic Arts	\$3,800.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
3	Graphic Arts	\$3,400.00	\$1,200.00	17	Business Cards	100%	San Francisco, CA			
4	Graphic Arts	\$3,300.00	\$1,100.00	17	Business Cards	100%	San Francisco, CA			
5	Graphic Arts	\$3,200.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
6	Graphic Arts	\$3,100.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
7	Graphic Arts	\$3,000.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
8	Graphic Arts	\$2,900.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
9	Graphic Arts	\$2,800.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
10	Graphic Arts	\$2,700.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
11	Graphic Arts	\$2,600.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
12	Graphic Arts	\$2,500.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
13	Graphic Arts	\$2,400.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
14	Graphic Arts	\$2,300.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
15	Graphic Arts	\$2,200.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
16	Graphic Arts	\$2,100.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
17	Graphic Arts	\$2,000.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
18	Graphic Arts	\$1,900.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
19	Graphic Arts	\$1,800.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
20	Graphic Arts	\$1,700.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
21	Graphic Arts	\$1,600.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
22	Graphic Arts	\$1,500.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
23	Graphic Arts	\$1,400.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
24	Graphic Arts	\$1,300.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
25	Graphic Arts	\$1,200.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
26	Graphic Arts	\$1,100.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
27	Graphic Arts	\$1,000.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
28	Graphic Arts	\$900.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
29	Graphic Arts	\$800.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			
30	Graphic Arts	\$700.00	\$1,000.00	17	Business Cards	100%	San Francisco, CA			

Provider at End of List
\$6.1 Million in Sales

PRINTING IMPRESSIONS 300										
Rank	Company	Total Sales (\$Millions)	Revenue from Printing (\$Millions)	Primary Product	Primary Specialties	Printing Processes	Headquarters			
299	Graphic Arts	\$6.1	\$6.1	17	Business Cards	100%	San Francisco, CA			
300	Graphic Arts	\$6.0	\$6.0	17	Business Cards	100%	San Francisco, CA			
301	Graphic Arts	\$5.9	\$5.9	17	Business Cards	100%	San Francisco, CA			
302	Graphic Arts	\$5.8	\$5.8	17	Business Cards	100%	San Francisco, CA			
303	Graphic Arts	\$5.7	\$5.7	17	Business Cards	100%	San Francisco, CA			
304	Graphic Arts	\$5.6	\$5.6	17	Business Cards	100%	San Francisco, CA			
305	Graphic Arts	\$5.5	\$5.5	17	Business Cards	100%	San Francisco, CA			
306	Graphic Arts	\$5.4	\$5.4	17	Business Cards	100%	San Francisco, CA			
307	Graphic Arts	\$5.3	\$5.3	17	Business Cards	100%	San Francisco, CA			
308	Graphic Arts	\$5.2	\$5.2	17	Business Cards	100%	San Francisco, CA			
309	Graphic Arts	\$5.1	\$5.1	17	Business Cards	100%	San Francisco, CA			
310	Graphic Arts	\$5.0	\$5.0	17	Business Cards	100%	San Francisco, CA			
311	Graphic Arts	\$4.9	\$4.9	17	Business Cards	100%	San Francisco, CA			
312	Graphic Arts	\$4.8	\$4.8	17	Business Cards	100%	San Francisco, CA			
313	Graphic Arts	\$4.7	\$4.7	17	Business Cards	100%	San Francisco, CA			
314	Graphic Arts	\$4.6	\$4.6	17	Business Cards	100%	San Francisco, CA			
315	Graphic Arts	\$4.5	\$4.5	17	Business Cards	100%	San Francisco, CA			
316	Graphic Arts	\$4.4	\$4.4	17	Business Cards	100%	San Francisco, CA			
317	Graphic Arts	\$4.3	\$4.3	17	Business Cards	100%	San Francisco, CA			
318	Graphic Arts	\$4.2	\$4.2	17	Business Cards	100%	San Francisco, CA			
319	Graphic Arts	\$4.1	\$4.1	17	Business Cards	100%	San Francisco, CA			
320	Graphic Arts	\$4.0	\$4.0	17	Business Cards	100%	San Francisco, CA			
321	Graphic Arts	\$3.9	\$3.9	17	Business Cards	100%	San Francisco, CA			
322	Graphic Arts	\$3.8	\$3.8	17	Business Cards	100%	San Francisco, CA			
323	Graphic Arts	\$3.7	\$3.7	17	Business Cards	100%	San Francisco, CA			
324	Graphic Arts	\$3.6	\$3.6	17	Business Cards	100%	San Francisco, CA			
325	Graphic Arts	\$3.5	\$3.5	17	Business Cards	100%	San Francisco, CA			
326	Graphic Arts	\$3.4	\$3.4	17	Business Cards	100%	San Francisco, CA			
327	Graphic Arts	\$3.3	\$3.3	17	Business Cards	100%	San Francisco, CA			
328	Graphic Arts	\$3.2	\$3.2	17	Business Cards	100%	San Francisco, CA			
329	Graphic Arts	\$3.1	\$3.1	17	Business Cards	100%	San Francisco, CA			
330	Graphic Arts	\$3.0	\$3.0	17	Business Cards	100%	San Francisco, CA			
331	Graphic Arts	\$2.9	\$2.9	17	Business Cards	100%	San Francisco, CA			
332	Graphic Arts	\$2.8	\$2.8	17	Business Cards	100%	San Francisco, CA			
333	Graphic Arts	\$2.7	\$2.7	17	Business Cards	100%	San Francisco, CA			
334	Graphic Arts	\$2.6	\$2.6	17	Business Cards	100%	San Francisco, CA			
335	Graphic Arts	\$2.5	\$2.5	17	Business Cards	100%	San Francisco, CA			
336	Graphic Arts	\$2.4	\$2.4	17	Business Cards	100%	San Francisco, CA			
337	Graphic Arts	\$2.3	\$2.3	17	Business Cards	100%	San Francisco, CA			
338	Graphic Arts	\$2.2	\$2.2	17	Business Cards	100%	San Francisco, CA			
339	Graphic Arts	\$2.1	\$2.1	17	Business Cards	100%	San Francisco, CA			
340	Graphic Arts	\$2.0	\$2.0	17	Business Cards	100%	San Francisco, CA			
341	Graphic Arts	\$1.9	\$1.9	17	Business Cards	100%	San Francisco, CA			
342	Graphic Arts	\$1.8	\$1.8	17	Business Cards	100%	San Francisco, CA			
343	Graphic Arts	\$1.7	\$1.7	17	Business Cards	100%	San Francisco, CA			
344	Graphic Arts	\$1.6	\$1.6	17	Business Cards	100%	San Francisco, CA			
345	Graphic Arts	\$1.5	\$1.5	17	Business Cards	100%	San Francisco, CA			
346	Graphic Arts	\$1.4	\$1.4	17	Business Cards	100%	San Francisco, CA			
347	Graphic Arts	\$1.3	\$1.3	17	Business Cards	100%	San Francisco, CA			
348	Graphic Arts	\$1.2	\$1.2	17	Business Cards	100%	San Francisco, CA			
349	Graphic Arts	\$1.1	\$1.1	17	Business Cards	100%	San Francisco, CA			
350	Graphic Arts	\$1.0	\$1.0	17	Business Cards	100%	San Francisco, CA			

NOT LISTED IN OUR 2024 RANKINGS?
If your company should have appeared on our 2024 Printing Impressions 300 but did not, let us know for next year's list, which will be in the July 2025 issue. Scan the QR to generate an email message to the editorial team to be contacted next year or email pfi300@napco.com.



— The Editors

■ WHAT IS A TRADE PRINTER?

A trade printer is a company that **offers printing services exclusively to intermediaries**, such as print brokers, designers, and other **print resellers**, rather than directly to the end customer prices.



<https://4over.com>



Printing and Packaging

www.colorfxweb.com



www.zooprinting.com



<https://rentapress.com>




nd4c.com
WE PRINT YOU PROFIT

www.nd4c.com

RESELLERS KEY MARKET FOR TRADE PRINTERS

1-844-944-6837



SEARCH RESOURCES SIGN IN CREATE A RESELLER ACCOUNT

Majestic Products Business Cards Marketing Products Signs & Banners Boxes & Packaging Roll Labels & Stickers Promo Products Direct Mail Services Marketplace

Home > Wholesale Printing

Are you a print reseller? Come to 4over for exceptional wholesale printing and partnership!

What is wholesale printing?

Wholesale printing is print work completed by a trade printer or wholesale printer in order to fulfill an order submitted to a print reseller. If you're new to the industry, or just exploring new options, these terms may be new to you. No worries, we'll take a moment to answer your questions here.

A print reseller is a person or business that sells print directly to a customer. Print resellers may do some printing themselves, but most of them rely on a wholesale printing from a wholesale printer or trade printer to execute and deliver the job. 4over requires a reseller certificate to verify you as a print reseller (because we are a trade-only printer, we are strict about who can access our exclusive wholesale prices).

Wholesale printers and trade printers invest in stocks, equipment, training, and a wide selection of products. This allows print resellers to offer an extensive variety of products and services to their customers without spending a significant amount of capital investment—wholesale and trade printers do it for them!

The wholesale printing business model allows print resellers to focus on what they love most - sales and customer care. Their wholesale printer or trade printer takes care of everything else.

What is a print wholesaler?

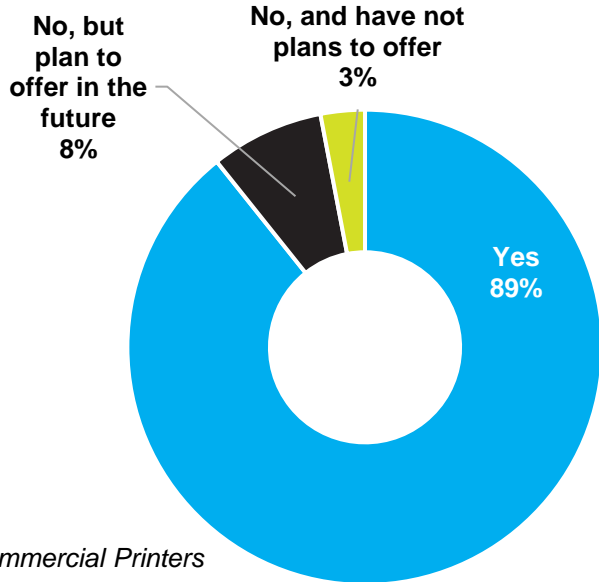
Also referred to as trade printers, wholesale printers are large and often multi-facility companies that complete and deliver wholesale print jobs for print resellers. They offer a wide range of products, stocks, equipment, and delivery options, which allows the print reseller to deliver on almost any project a customer requests.

The wholesale printer's or trade printer's name and logo do not appear anywhere throughout the production or delivery process, so as far as the customer knows, the print reseller is who made their project happen!

CONNECTIVITY: ONLINE ORDERING

Offer Customized E-commerce Sites

Q. Do you offer customers access to customized e-commerce sites for order entry and materials management?

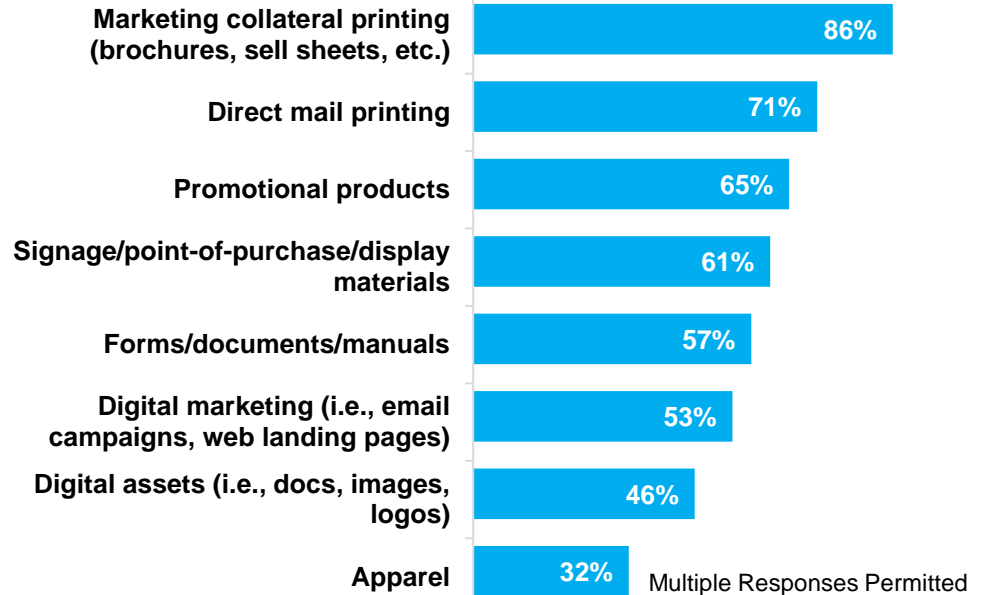


n=122 Commercial Printers

Source: Web Portals, New Path to Print Profitability, NAPCO Research/Propago 2023

Items Supported by E-commerce Sites

Q. Which of the following items can your customers order through the e-commerce sites your organization creates for them?



n=103 Print providers who offer customers access to customized WEB PORTALS

GETTING STARTED

■ KEY ENTRY METHODS

Partner With
Current
Customers

Partner With
Print Providers

Acquire
Distributors
That Offer
Print

■ ENTRY METHOD: PARTNER WITH CUSTOMERS

Partner With Current Customers

- Existing business relationship and trust of current customers
- Survey your clients to identify which print products they are already purchasing
- Customer familiarity may reduce buying process
- Understanding customers can lead to realistic product options aligned with their comfort level
- Organizations looking for simplified supply chains

■ ENTRY METHOD: PARTNER WITH PRINT PROVIDERS

PRINT INDUSTRY SALES STAFF CHALLENGES

Partner With
Print Providers

62%

of commercial printers and sign
and display graphic providers
**report hiring sales staff is a
critical/moderate challenge.**

Sources: NAPCO Research Annual Print Commercial Print Trends and Strategy Service, 2023 and Who Buys Sign and Display Graphics?, NAPCO Research 2023

ENTRY METHOD: ACQUISITION

Printing Impressions

Acquire
Distributors
That Offer
Print

BUSINESS MANAGEMENT, MERGERS AND ACQUISITIONS

August 26, 2023

Premier Press Combines Forces with KG Specialties, Expands Production



ESSENTIAL RESOURCE

Download this essential resource:
[Premier Press Canon ProStream 3000 Product Video](#)

Premier Press, an award-winning creative production company, announced that it has combined forces with KG Specialties, a branded merchandise company to expand Premier's in-house capabilities and enable the company to quickly deliver on growing client demands. KG Specialties President and Owner Kyle Gibson will join Premier as director of promotional merchandise, and all KG Specialties employees will transition to Premier's facilities.



Premier Press headquarters in Portland, Oregon.

BUSINESS MANAGEMENT

September 27, 2021

Grossman Marketing Group Acquires Branded Merchandise Company, Symbol Marketing & Promotions



For the last century, Grossman Marketing Group has developed a reputation for its expertise in assisting its clients with its marketing initiatives. Today, Grossman Marketing Group took another step in its efforts to further expand its New England footprint as the group announced the acquisition of New Hampshire-based Symbol Marketing & Promotions.



BUSINESS MANAGEMENT

June 1, 2022

Wallace Graphics Purchases The Corporate Shop



ESSENTIAL RESOURCE

Download this essential resource:
[Press Line, Canon ProStream 3000 Product Video](#)

Wallace Graphics, an integrated commercial print, mail, and marketing services provider in Duluth, GA, announces that it has become the parent company of The Corporate Shop, Duluth, GA. This acquisition represents an expansion for Wallace Graphics into the promotional products marketing space and adds an 18,000 sq. ft. facility which includes a world-class showroom, dedicated custom branded apparel production space, 14 employees, and a dedicated Account Manager. The Corporate Shop customers, Julie and Henry Noubauer, have joined the Wallace Graphics team as well.



Credit: Wallace Graphics | The Corporate Shop

Established in 1999, The Corporate Shop ranks in the top 4% of distributors in the industry and has become Atlanta's premier source for branded apparel and custom promotional products. They have been listed as one of Atlanta's top 10 promotional distributors for six consecutive years and named to the Top 100 women-owned businesses in Georgia.

BUSINESS MANAGEMENT

March 4, 2024

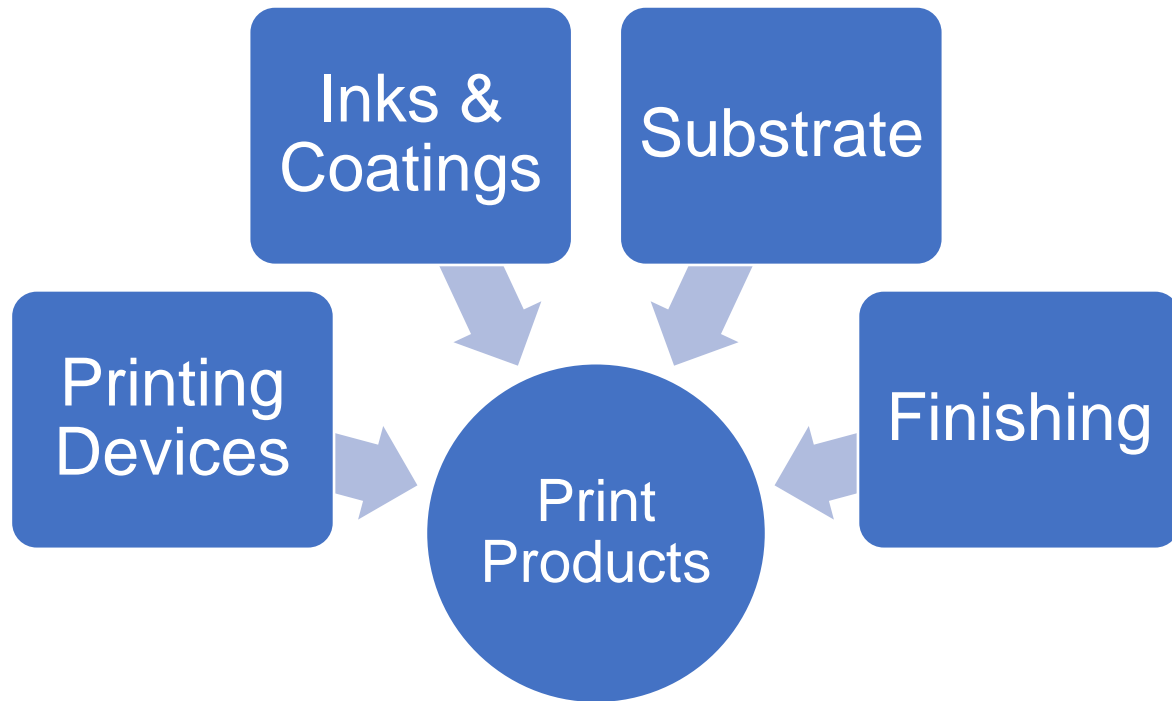
Adding Promotional Products Creates New Revenue Streams

A Different Approach: Acquisition

Ironmark, based Annapolis Junction, Maryland, ventured into the promotional products world a little differently. Rather than just adding products relative to demand and success, Ironmark acquired a dedicated promotional products company, which came with staff well-versed in the ins and outs, as well as relationships with vendors.

PRINTING PROCESS

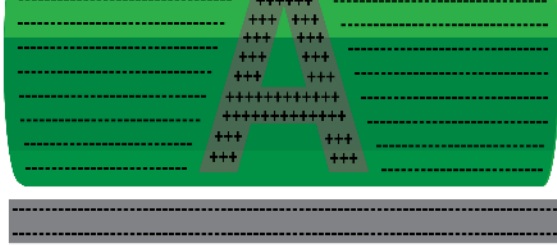
■ CORE COMPONENTS OF PRINT



MANY TYPES OF PRINTING PROCESSES

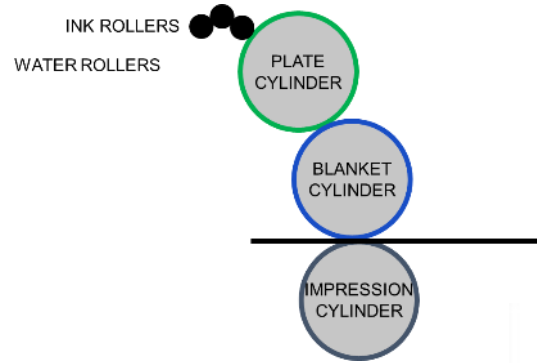
DIGITAL PRINTING

TONER IS FUSED TO SUBSTRATE

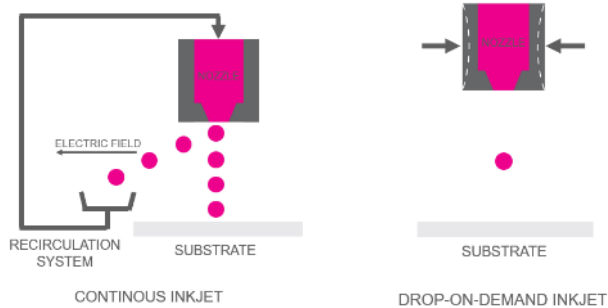


ANALOG PRINTING

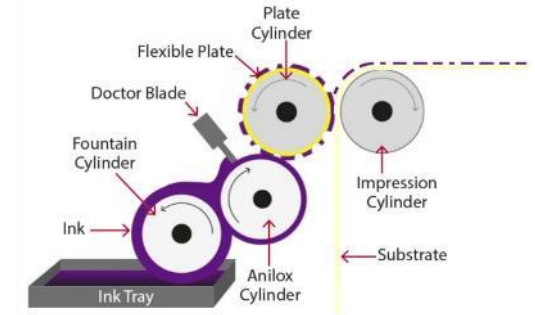
OFFSET



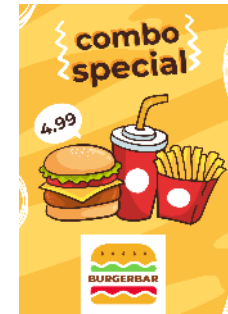
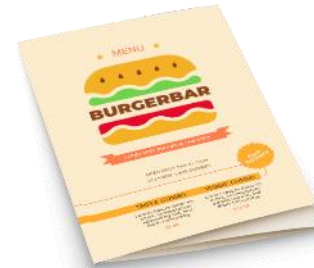
INKJET



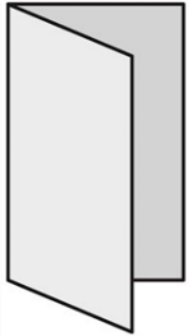
FLEXOGRAPHY



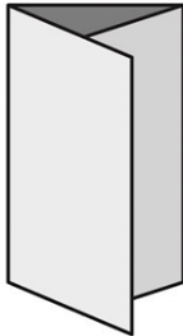
■ NOT COMPLETE UNTIL FINISHED



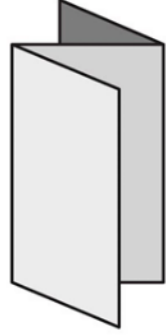
BINDING & FOLDING



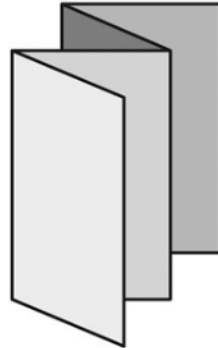
HALF FOLD



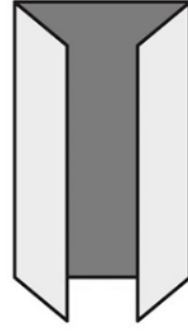
TRI FOLD



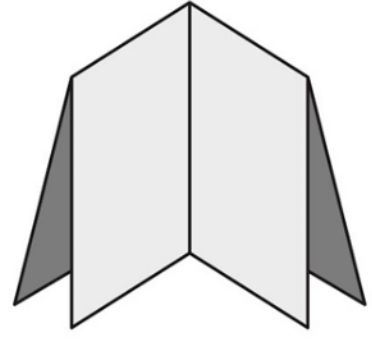
Z FOLD



ACCORDION
FOLD



GATE
FOLD



QUARTER
FOLD

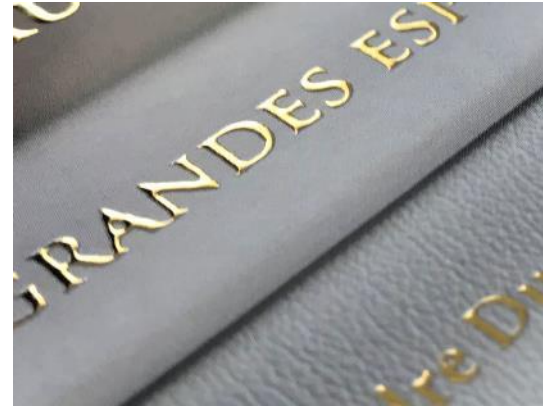
■ EFFECTS, SCORING & PERFORATING



DIGITAL SPOT VARNISH



EMBOSSING



FOIL STAMPING



SCORING



PERFORATING

DIGITAL WIDE-FORMAT PRINTERS BY INK TYPE

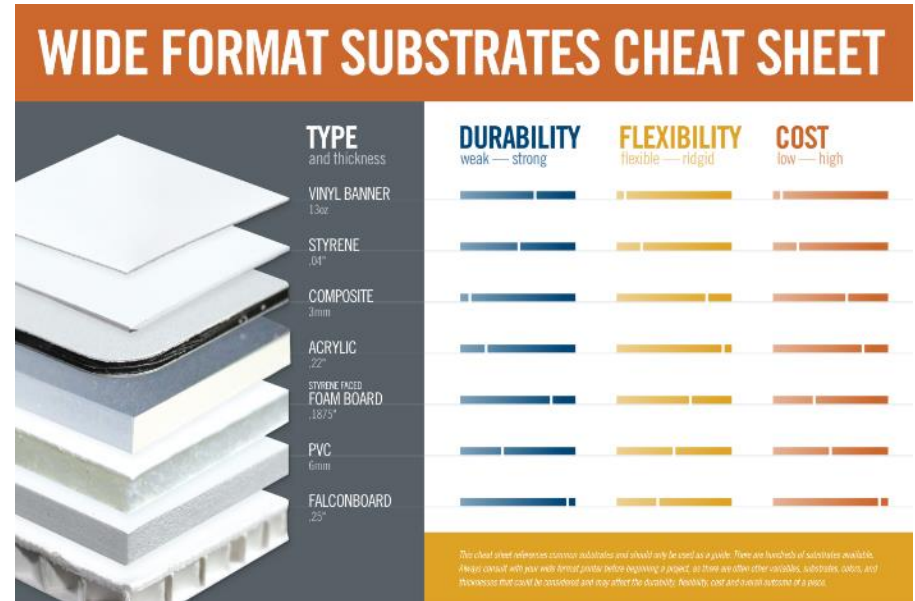
The oversized print work that is common in sign and display production is often produced on digital wide-format devices – typically in print widths greater than 24". Digital wide-format printers can be roll-fed devices, flatbed printers, or a combination of both (hybrid). This table summarizes the types of inks used in wide-format printing, their key applications and strengths/weaknesses.

Technology	Applications	Strengths/Weaknesses
Aqueous (water-based)	Fine art, photography, posters (indoor)	<ul style="list-style-type: none">• Strong image quality• Low system cost• Limited to indoor use
Dye-sublimation	Fabric, t-shirts, wall hangings	<ul style="list-style-type: none">• High quality• Very durable• Specialized focus
Latex	Indoor & outdoor graphics, textiles	<ul style="list-style-type: none">• Low system cost• Application variety
Solvent	Outdoor graphics	<ul style="list-style-type: none">• Low operating costs• Image durability• Environmental concerns
Eco-solvent	Indoor & outdoor graphics	<ul style="list-style-type: none">• Low initial investment• Image durability
UV-curable	Indoor & outdoor graphics	<ul style="list-style-type: none">• Image durability• Substrate flexibility• High system cost

MANY SUBSTRATE CHOICES

A core factor driving the creativity and diversity of applications is that digital wide-format printing devices can print on an extensive collection of media and substrates. Here is a sampling of common substrates used in producing signs and graphics:

- Paper and paperboard
- Vinyl
- Acrylic
- PVC
- Fabric
- Window film
- Foamcore
- Adhesive sheeting



Source: Suttle-Straus

FINISHING OPTIONS

Finishing is an essential component in the production of most sign and display graphic applications. Here is a list of common finishing options:

- **Laminating and coating**
- **Mounting**
- **Sewing**
- **Grommets:** Punching holes in a print and reinforcing with metal or plastic rings through which string or other material can be threaded and used to mount or secure a sign
- **Cutting:** Options include diecutting with a shaped steel die that cuts the print into a shape, or laser cutting, which can create more elaborate and complex shapes or effects
- **Routing:** Automates the cutting process and enables the creation of more elaborate patterns, grooves, and shapes
- **Tiling:** Divides a large image into smaller pieces or tiles which are assembled like a giant jigsaw puzzle



<https://spectrumsigns.com/>

RESOURCE TO LEARN THE PRINT PROCESS

4over

Welcome to Print 101

Empowering Your Print Success

4over has developed this exclusive print educational series to give you an easy path to expanding your business by selling print. Short, self-paced video modules start with the basics and build from there. Bit by bit, you'll learn what the most common print products are, how to confidently sell them, and most importantly, how to make a profit doing it.

Print 101 is designed to help print resellers become more confident in selling print to expand their opportunities. If you are a promo reseller, this series can show you how to add print to your offerings to make you more profitable. Print 101 also acts as a refresher course to give print resellers new ideas to spark sales.

Module 1

Introduction to Print - Basics of Popular Print Products



This module contains an overview of our popular products. You'll learn what their purpose is in the market for each product is, how to approach your customers, each product's most popular size, stock, and coating options, and their respective material averages.

Available Videos

- Business Cards >
- Flyers & Brochures >
- Postcards & Direct Mail >
- Magnetics >
- Stationery >
- Large Format >
- Module 1 Summary >

Total Module Time: 35min 53sec

[Start Module 1](#)

Module 2

How to Order Print - Steps to prepare your files and submit your orders



This module covers the main aspects of ordering print. Here, you'll learn how to set up and check your files before placing your order, placing an order on our website, and how to communicate with our customer service and trouble shooting team if you need to.

Available Videos

- The Life of a 4over Order >
- Color Spaces >
- File Prep Requirements >
- Website Navigation >
- Ordering a Business Card >
- Ordering a Booklet >
- Ordering Direct Mail >
- Ordering DDM Full Service >
- Module 2 Summary >

Total Module Time: 20min 43sec

[Start Module 2](#)

Module 3

The Language of Print - Understanding Substrates and Advanced Print



This module dives deeper into print terminology and specialty print products. In this module, you'll learn how to "speak print" like a pro, why and how to create a max file, the ins and outs of the booklet category, and details around advanced print products like door hangers, presentation folders, labels and packaging.

Available Videos

- The Language of Print >
- Creating a Max File >
- Setting up Booklets, Catalogs, and Calendars >
- Specialty Marketing >
- Stickers, Labels, and Packaging >
- Printer Bridges >
- Module 3 Summary >

Total Module Time: 30min 34sec

[Start Module 3](#)

Module 4

How to Profit from Selling Print - Tips to be Profitable



This final module will help you maximize revenue impact and learn to sell effectively. Learn why selling printing is different than other markets, tips on using finishes and options to increase profits, and how to cross-sell with your current services.

Available Videos

- Selling Print is Different >
- Talking About Options >
- Selling Finishes as a Differentiator >
- Upsell Enhancements for Profit >
- Cross-selling Promos and Print with Bundles >

Total Module Time: 15min 53sec

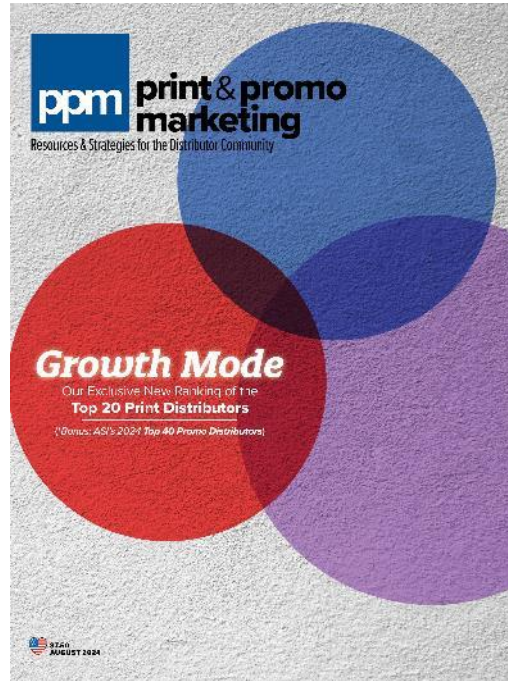
[Start Module 4](#)

ESSENTIAL RESOURCES

■ READ PUBLICATIONS & WEBSITES ABOUT PRINT



www.piworld.com



www.printandpromomarketing.com



www.wideformatimpressions.com

CONVERGENCE CORNER

Profiles of Firms Selling Print & Promo

<https://members.asicentral.com/news//podcasts-videos>



Convergence Corner

Print and promotional products are perfect together. Hear from distributors who have combined the two to achieve greater success by offering creative solutions for their customers, and learn how you can evolve your own business by following their playbooks.

Hosted By: Brendan Menapace and Christopher Ruvo

SUBSCRIBE



3/6/2025

Convergence Corner: How Domanique Downing's Background in Science Fuels Her Print & Promo Career

With a PhD in chemistry and a past working for Coca-Cola, Downing relies on the scientific method to troubleshoot problems and drive an eco-friendly approach at her Big Frog Custom T-Shirts franchise.



2/21/2025

Convergence Corner: Navigating a Last-Minute Reprint on a Million-Plus Unit Project

Ryan Cady, director of client success at Imprint Engine, tells the story of how one massive promotional campaign across more than 300 college campuses hit an 11th-hour roadblock, but with the strength of his network and relationships, everybody ended up happy.



2/6/2025

Convergence Corner: How Tactive Blends Print & Promo, Digital & Physical, for Modern Solutions

Courtney Bills, CEO of Tactive, discusses her company's recent acquisition and how print and promotional products work together to create "multisensory marketing for a digital world."

ATTEND PRINT TRADESHOWS

OCT. 22-24, 2025
ORLANDO, FL

PRINTING UNITED EXPO

THE MOST DYNAMIC AND COMPREHENSIVE PRINTING EVENT IN THE WORLD

ATTEND EXHIBIT

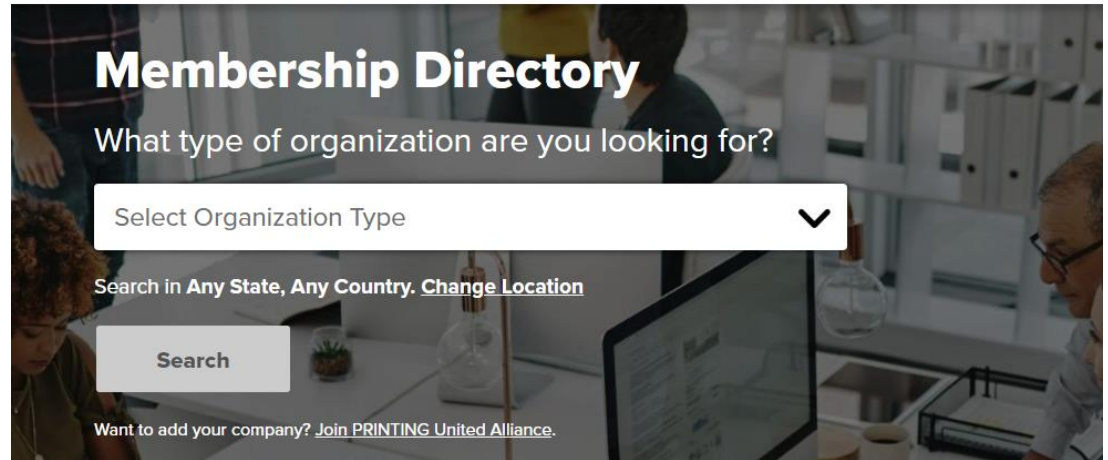
Over a million square feet of equipment, technology and trends on display

JOIN INDUSTRY ORGANIZATIONS



Membership

Support



Membership Directory

What type of organization are you looking for?

Select Organization Type ▼

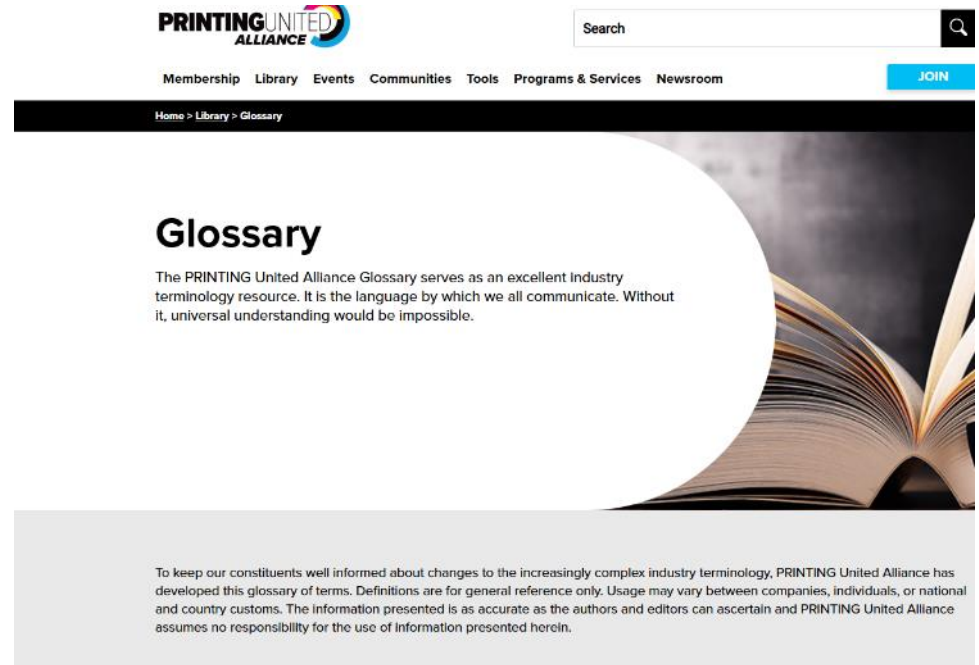
Search in Any State, Any Country. [Change Location](#)

Search

Want to add your company? [Join PRINTING United Alliance.](#)

LEARN THE LINGO: GLOSSARIES AVAILABLE

Glossaries are available online;
we recommend
www.printing.org/library/glossary



PRINTING UNITED ALLIANCE

Search

Membership Library Events Communities Tools Programs & Services Newsroom **JOIN**

Home > Library > Glossary

Glossary

The PRINTING United Alliance Glossary serves as an excellent industry terminology resource. It is the language by which we all communicate. Without it, universal understanding would be impossible.

To keep our constituents well informed about changes to the increasingly complex industry terminology, PRINTING United Alliance has developed this glossary of terms. Definitions are for general reference only. Usage may vary between companies, individuals, or national and country customs. The information presented is as accurate as the authors and editors can ascertain and PRINTING United Alliance assumes no responsibility for the use of information presented herein.

ATTEND THIS POWER SESSION TOMORROW!




POWER SESSION


Booth #1734

Monday, March 31 @ Noon

Proof Positive: How Promo Distributors Have Profited With Print

 Monday, March 31, 2025

 12 - 12:50 p.m.

 **Denise Gustavson**, PRINTING United Alliance

The same buyers who purchase promotional products often buy print solutions, including direct mail, brochures, flyers and even annual reports. In this session, you'll explore case studies of promo distributors who've added print to their offerings, turning their company into a one-stop shop for clients – and an indispensable resource. You'll find out how they broke into the print industry and continue to grow, and how you can apply their lessons learned to your own company.

■ BEST-PRACTICE TIPS

- Assess the opportunity to sell print products to current customers.
- Speak with current customers about their print needs.
- Choose products carefully and start by offering a limited number of products.
- Educate staff on printing process; use print providers for training.
- Form partnerships with print service providers. The industry is facing labor challenges and may need your services.
- Read industry publications and content.
- Attend PRINTING United, October 22-24 in Orlando, FL (www.printingunited.com).



**Share your feedback
on the session with us!**



March 29-31, 2025