Proof Positive: How Promo Distributors Have Profited With Print

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Session Overview

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Industry Insights

Explore why promo distributors are adding print to their service offerings.

Expert Panel Discussion

Learn from industry veterans about their experiences integrating print services.

Future Outlook & Implementation

Discover the challenges, solutions, and potential for distributors in print integration.

Why Add Print to Your Offerings?

Increased Revenue

Capitalize on cross-selling opportunities and expand your income streams.

Customer Stickiness

Build deeper, long-lasting relationships with your existing clientele.

Market Convergence

Meet the growing demand for one-stop-shop solutions in print and promo.

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Brands Value Print

Print continues to demonstrate exceptional value for brands across multiple dimensions, from quality perception to information retention.

94%
Quality Communication

Print communicates premium value to customers

92%
Media Cut-Through

Print stands out in today's cluttered world

89%
Brand Enhancement

Print effectively enhances brand image

88%
Credibility

Print demonstrates authority and trustworthiness

These statistics demonstrate why leading brands continue to invest in print as a core component of their marketing strategy.

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The Print Opportunity

$100.6B

Industry Revenue

22,580

Print Establishments in the U.S.

Top Vertical Markets

Leading sectors driving print and promotional product integration

13.8%
Education
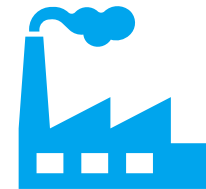Leading vertical market

10.4%
Healthcare
Second-largest sector

7.8%
Construction
Major market segment

7.0%
Manufacturing & Distribution
Significant sector

Additional Key Markets

Financial & Insurance
Important vertical at 6.3% share

Retail
Important vertical at 6.0% share

Other Sectors
Nonprofit (5.5%)
Restaurants & Travel (5.3%)
Associations & Clubs (4.9%)
Government (4.2%)
Automotive (3.6%)
Real Estate (3.2%)

Source: 2024 State of the Industry (ASI Research)

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Key Print Applications

Direct Mail
Personalized mail pieces for targeted marketing campaigns with high ROI potential.

Marketing Collateral
Brochures, business cards, and booklets to support brand messaging.

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

Wide-Format Print
Banners, signs, and event displays for impactful visual communication.

The Case for Convergence

| 1 | 2 | 3 | 4 |

Traditional Silos Breaking

Industry boundaries begin to dissolve

Promo Distributors Add Print

Expanding service portfolios

Printers Add Promo

Diversifying offerings

One-Stop Solution

Complete client services under one roof

The industry is evolving, with both promo distributors and printers expanding their offerings to meet diverse client needs under one roof.

Opportunity To Enhance Customer Experience

Single-Sourcing Preference

Many companies now prefer to work with a single supplier for both print and promotional products.

Full-Service Demand

75% of customers value full-service providers who can handle all their needs under one roof.

Consolidated Supply Base

Offering both print and promotional services simplifies the customer experience, leading to increased satisfaction.

Meet the Panelists

Ashley Beall

Account Director

CSI Printing

(asi/165214)

Carla Sisk

Owner

ColorMix Graphics & Printing

(asi/165002)

Sophie Hudson

Owner

Kash Imprints

(asi/125286)

How To Get Started With Print

Survey Your Clients

Identify which print products your clients are already purchasing.

Start With Easy Wins

Add wide-format products like banners, flags, and posters to your offerings.

Start Small

Instead of adding a catalog full of options, start with one or two before adding more.

Expand Slowly

Expand with other high-value services as you get comfortable talking about print.

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Key Challenges for Print Integration

Technology & Equipment

Sourcing the right print partners and production software.

Art File Management

Handling templates and ensuring high-resolution artwork.

Learning Curve

Understanding paper stocks, coatings, and print processes.

Customer Expectations

Training clients on proofing and approval to avoid reprints.

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How To Overcome These Challenges

Partner Smart

Work with experienced print providers or trade printers for quality assurance.

Start Small

Focus on products like signage, which is similar to promo offerings.

Build Your Tech Stack

Implement web-to-print platforms to streamline ordering processes.

Train Your Team

Educate staff on key print concepts like bleed, resolution, and finishing options.

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Looking Ahead:
The Future of Print for Promo Distributors

1 **Sustainability**

Growing demand for eco-friendly printing solutions

2 **Personalization Boom**

Advances in variable data printing and one-to-one marketing

3 **AI & Automation**

Using AI to forecast client needs based on buying patterns

4 **Continued Convergence**

Print, promo, packaging and digital merging

under one roof

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Audience Questions

Thank You!

Contact Us

Have questions about the power of print?

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