



Proof Positive: How Promo Distributors Have Profited With Print

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Session Overview

1

Industry Insights

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

2

Expert Panel Discussion

Learn from industry veterans about their experiences integrating print services.

3

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.



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.

Source: *Propelling Your Business Forward in an Everchanging Competitive Environment*, NAPCO Research 2022

The Print Opportunity

\$100.6B

Industry Revenue

22,580

Print Establishments in the US



Top Vertical Markets

Leading sectors driving print and promotional product integration



13.8%

Education

Leading vertical market



10.4%

Healthcare

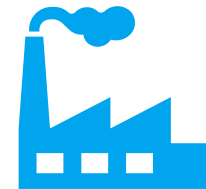
Second largest sector



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)



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



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.

Source: NAPCO Research, 2024

Meet the Panelists

Jay Sedgwick

Senior Account Executive at npn360 (asi/285252) with 29 years of industry experience. Advocates for blending print and promo as a unified offering.

Michelle Sarra

Owner of The Marketing Bar (asi/258231), pioneered a "customer lifecycle calendar" for integrated print and promo planning. Built custom internal systems for complex print production management.

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.

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.

How to Overcome These Challenges



Partner Smart

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



Build Your Tech Stack

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



Start Small

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

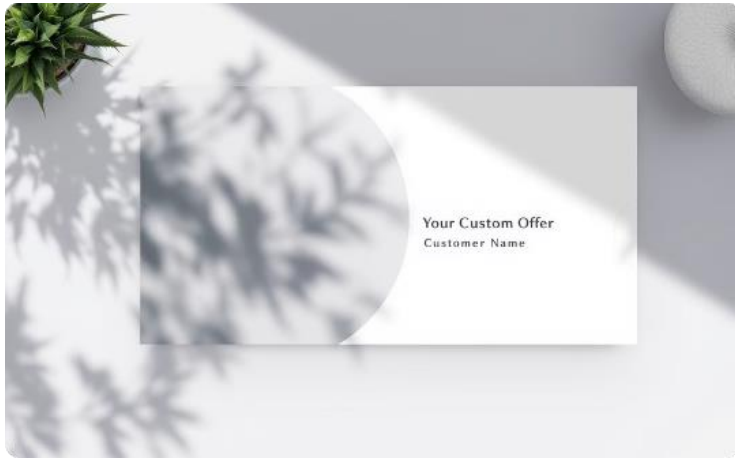


Train Your Team

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



The Power of Personalization



Higher ROI

Personalized direct mail achieves superior ROI compared to digital-only campaigns.



Digital Printing

Utilize digital printing technology to customize mail pieces at scale efficiently.



Unboxing Experiences

Create memorable moments with personalized packaging for products and gifts.

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 and Automation

Using AI to forecast client needs based on buying patterns.

4

Continued Convergence

Print, promo, packaging, and digital merging under one roof.

Audience Questions



Thank You!



Contact Us

Have questions about the power of print?

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