



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

Dave Leskusky  
President  
PRINTING United Alliance



# Our Mission

Our mission is to assist printers from all segments, including commercial, apparel, label & packaging, graphics, functional, promo suppliers and in-plants, as well as OEM's & suppliers, distributors and educators, thrive in an environment where they have access to **data, expertise, information, training and education** that will help them **solve problems, improve their operations, and make informed decisions to grow their businesses.**

We advocate for them, as a United industry, to ensure their issues are heard and addressed. Our goal is to **nurture a printing ecosystem** favorable to creating a good **business climate**, including legislative and regulatory influence to ensure a **healthy environment for business success; workforce development to recruit, train and retain talent; and to educate** the various verticals that benefit from our work about the value and possibilities of print.

# PRINTINGUNITED ALLIANCE

*Members: 5,200+ and growing*





*300,000 subscribers worldwide across  
all categories, including printers from  
all segments, suppliers and installers.*

**PRINTING** UNITED  
**Journal** | **APPARELIST**

**Printing** Impressions  
**Packaging** Impressions  
**Wide-format** Impressions  
**In-plant** Impressions  
**Promo** Impressions

Research



Event  
Management



Video  
Services



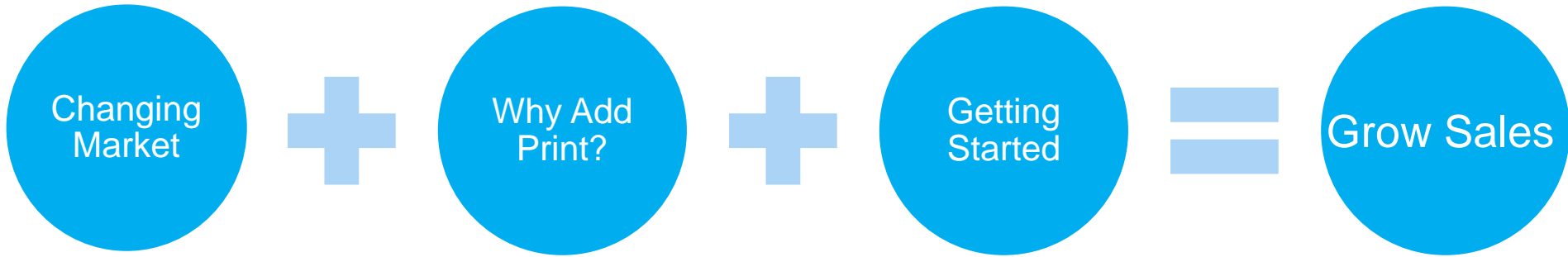
E-Learning



Marketing  
Services



# TODAY'S CONVERSATION...

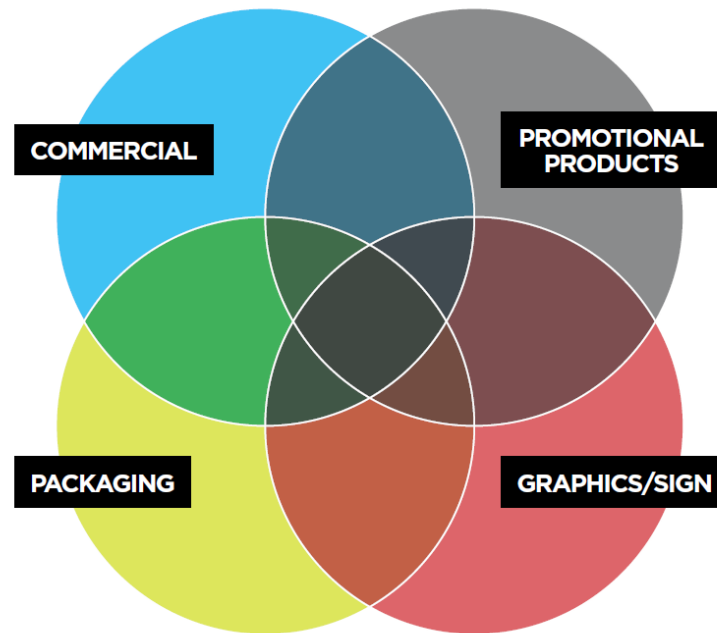


# A CHANGING COMPETITIVE MARKET

# Convergence-Fueled Growth

This will occur because:

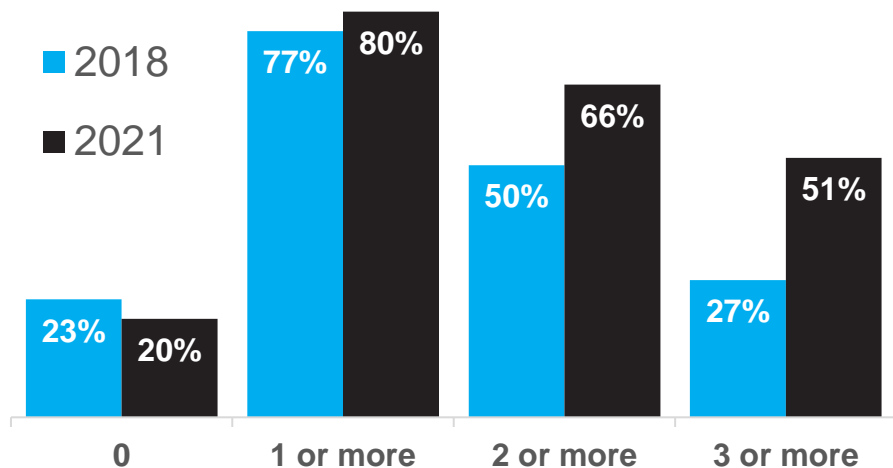
- A model in which a print buyer's service provider can meet more of their print buying needs is ultimately **more convenient and efficient** for the buyer.
- Contraction in the print industry, and a push by service providers to **find ways to grow** their businesses, will continue to **drive expansion** in additional segments and, by extension, **convergence**.
- Technology continues to evolve such that it continues to become easier for service providers to spin up **new businesses** than ever before.





# Convergence Trends

Question: What market segment(s) beyond your primary segment has your organization entered or are considering entering? n=517



Commercial		18%	15%	33%	19%
GRAPHICS	Graphic/Sign	34%	14%	33%	34%
	Graphic Installation	29%	23%	42%	38%
PACKAGING	Label	40%	38%	40%	33%
	Folding Carton	37%	32%	38%	17%
	Flexible	32%	32%	39%	16%
	Corrugated	29%	32%	37%	14%
In-Plant	Garment	34%	30%	23%	47%
	Promotional Products	30%	32%	32%	45%
	Industrial	24%	22%	36%	12%
		Commercial	Graphics	Packaging	In-Plant

# PRINT INDUSTRY CONVERGENCE BY THE NUMBERS

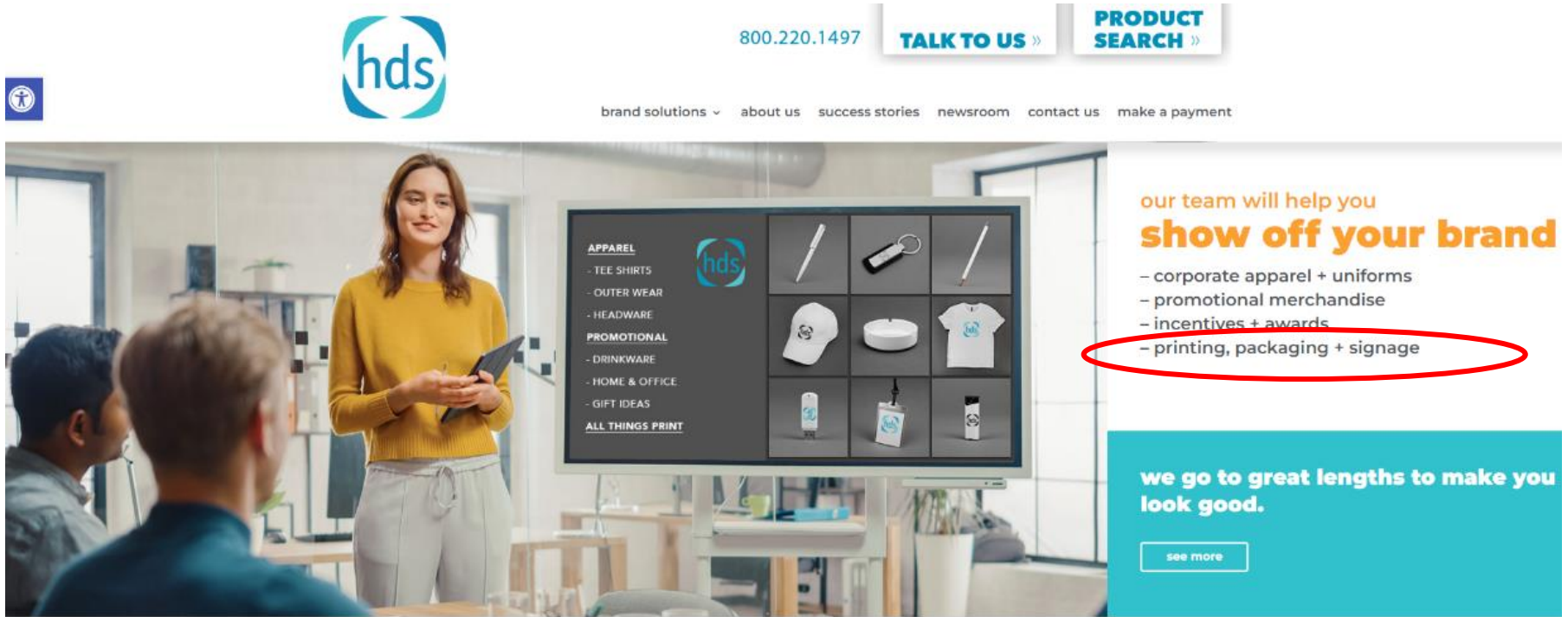
Seven Out of 10

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...



**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](#)

**hds**

APPAREL

- TEE SHIRTS
- OUTER WEAR
- HEADWARE

PROMOTIONAL

- DRINKWARE
- HOME & OFFICE
- GIFT IDEAS

ALL THINGS PRINT

# ... & EXPANDING PRINT CAPABILITIES

BAMKO CULTURE

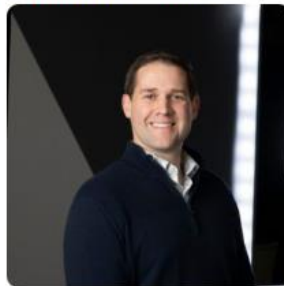
## BAMKO's Commercial Print Expansion: Meet Michael O'Neal

by 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 2024  
Counselor Top 40  
Distributor list

# 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

promoteu

WHY IPROMOTEU

ABOUT US

SERVICES

NEWS & EVENTS

RESOURCES

CONTACT

## ADDITIONAL SERVICES

## COMPLETE SUPPORT FOR YOUR SUCCESS

No other promotional products distributor provides as much service and support to Affiliates as IPROMOTEU. 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

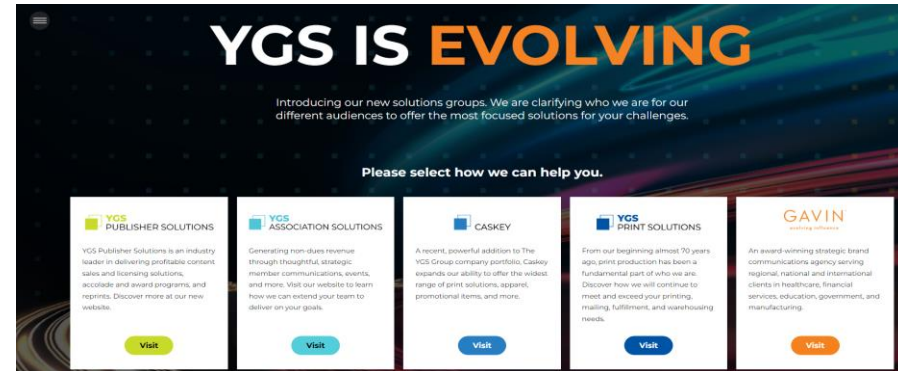
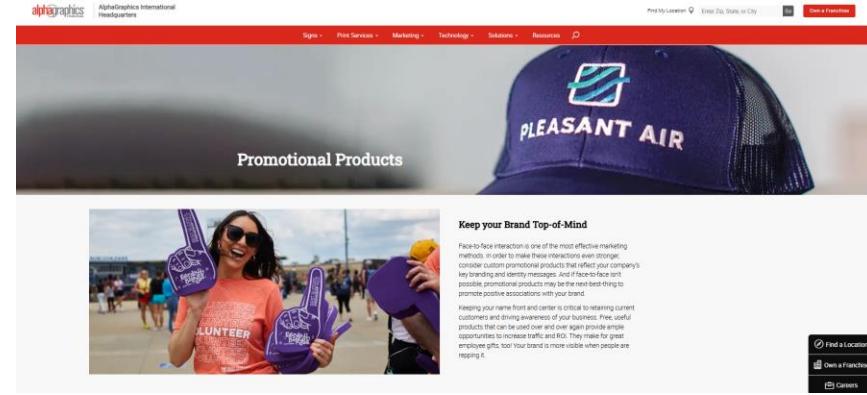
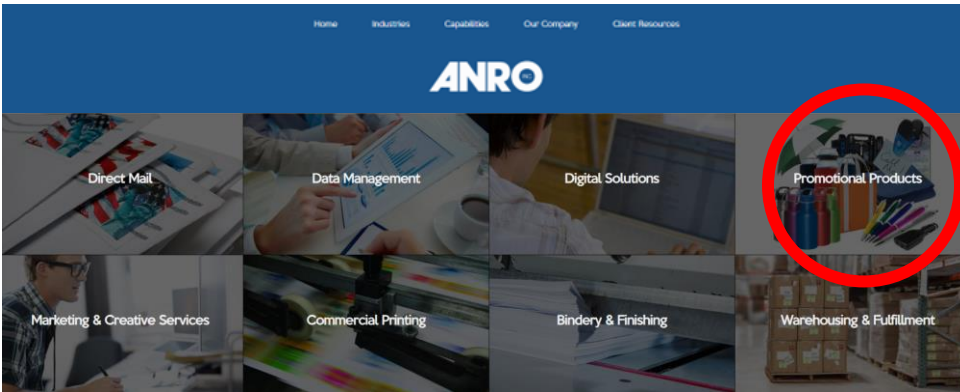
IPROMOTEU attends, exhibits at, and sponsors a number of promotional products industry events around the country. As an IPROMOTEU Affiliate, we can get you access to these events without any additional cost — even if you're not a member of the show's host association or organization.

## PRINT & PACKAGING

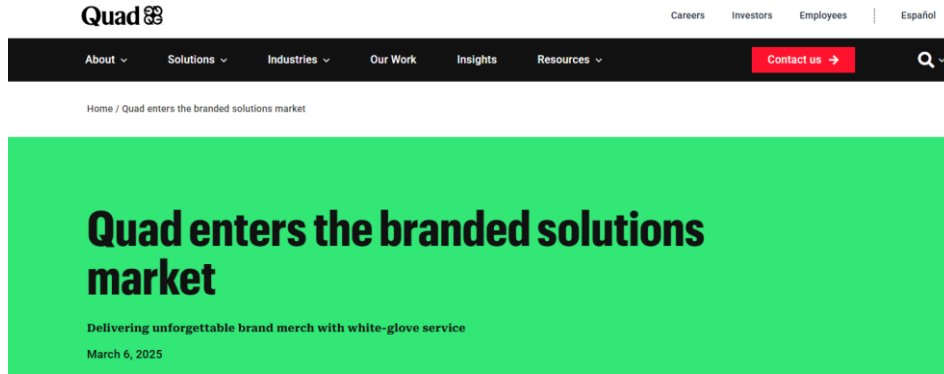
IPROMOTEU has won extensive awards for our print and packaging services over the years. Whether you already sell or would like to sell custom print and packaging services, IPROMOTEU can help. Our print and packaging division is led by industry expert Bob Schwell, who has formed a preferred print vendor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



# Printers Are Offering Promotional Products



# Printing Giant Adds Promotional Products



Promotional goods are more than just products – they’re extensions of a brand’s story – in the marketplace and in the workplace. The modern marketer is the principal brand steward. With 77% of marketers reporting that they currently face complexity within their marketing ecosystem, they have limited bandwidth for managing an impactful branded solutions program. Quad makes it easier for marketers to include branded merchandise as a consistent and cohesive part of their brand’s marketing mix with the high-quality results and frictionless experience we’re known for.

*Oliver Kimberley GM of Managed Services*

- Quad employs more than 12,000 people in 14 countries and serves approximately 2,500 clients
- Total sales of \$2.96B
- # 3 on the 2024 *Printing Impressions* 300 annual ranking of the largest printing companies

# 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*

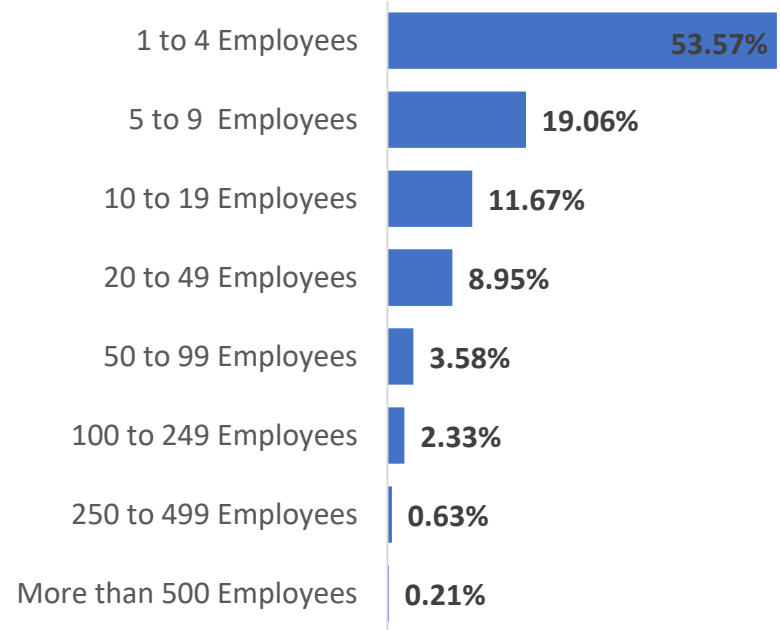
# THE PRINT OPPORTUNITY

# Printing Industry by the Numbers



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

## Establishments by Size



# DISTRIBUTORS SELLING PRINT REPORT SALES GROWTH

## ASI Research and Print & Promo Marketing's 2025 State of Print

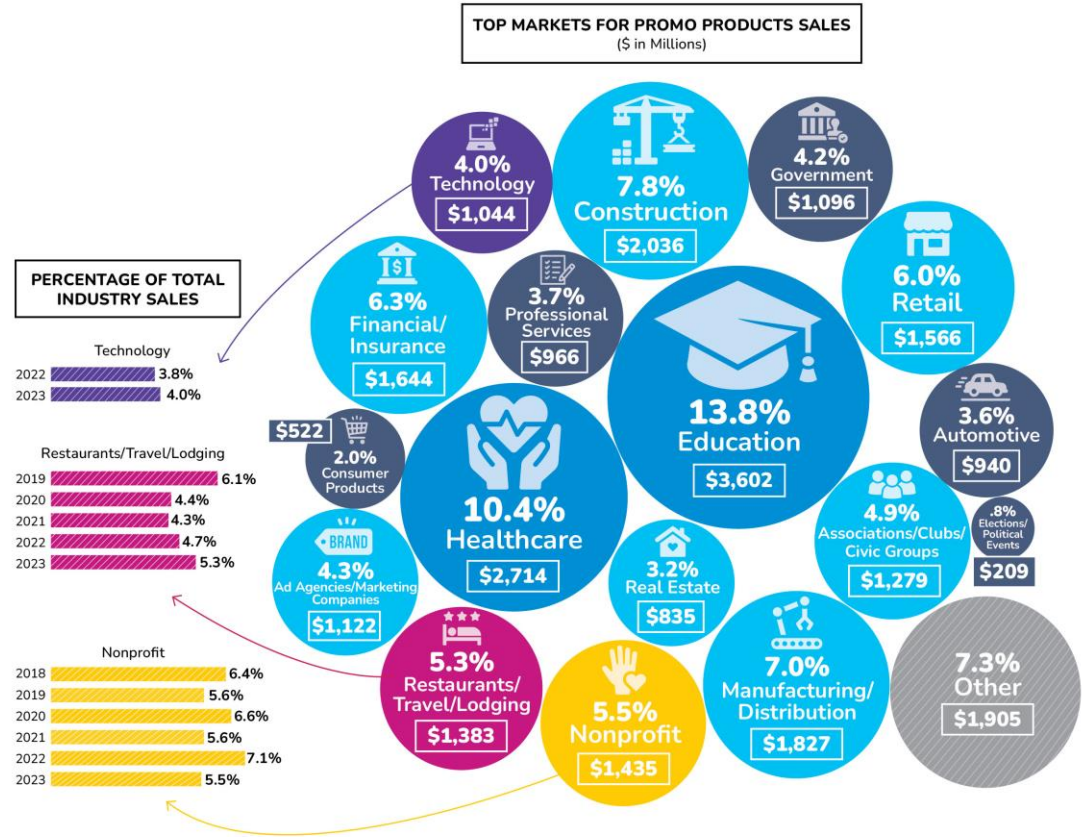
**45%** of distributors selling print saw their print sales increase in 2024 over 2023.

**35%** of distributors selling print saw their print sales hold steady in 2024 over 2023.

Source: <https://printandpromomarketing.com/article/the-2025-state-of-print/>

# 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)

# WHERE 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 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*

# 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*



# 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.

# 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



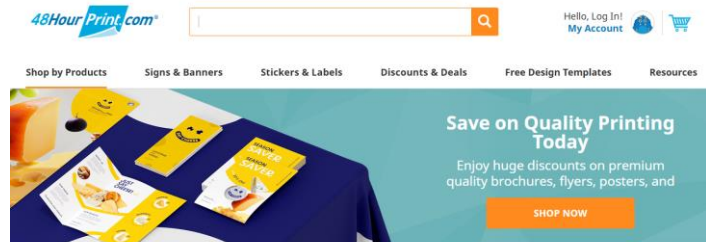
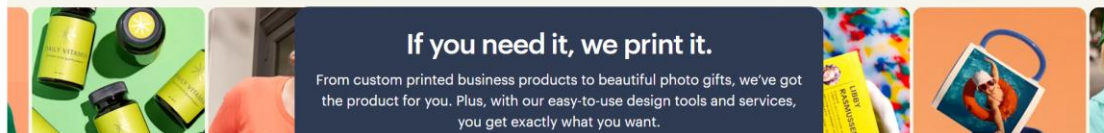
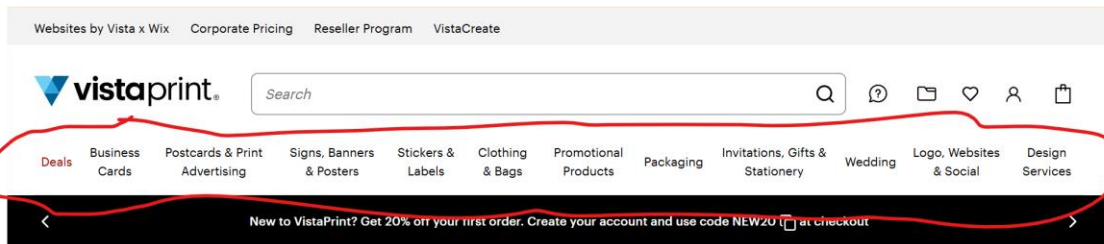
**“If they’re buying five print products and 10 promo products, there’s a low chance of them finding somebody else that can match all the things you’re doing for them.”**

Paul Keely, King Print & Promo

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



# LOOK TO ECOMMERCE FOR INSPIRATION



## All Products

A-Frame Signs -30%  
Acrylic Prints **NEW**  
Acrylic Signs -35% **NEW**  
Aluminum Signs -35%  
Aluminum Composite Signs **NEW**

## BEST DEALS

Up to  
**65% off**  
Postcards



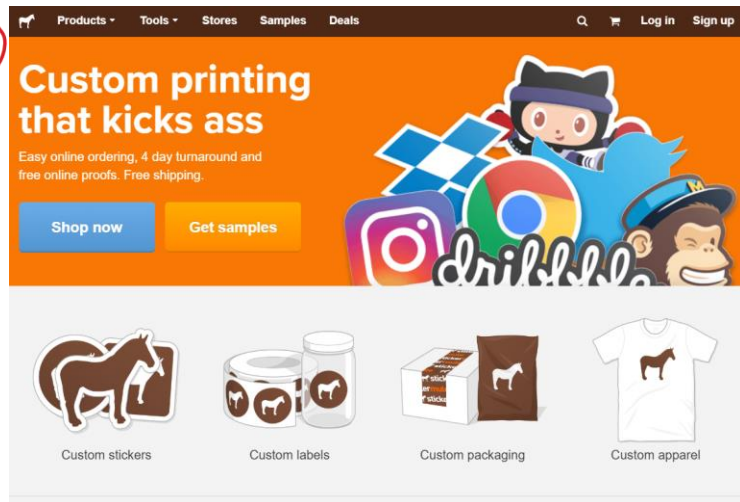
Stickers



Vinyl Banners



Postcards



# FINDING PRINT PROVIDERS

# WHERE TO BUY PRINT

TYPE	CHARACTERISTICS
<b>Commercial Printers</b>	Offer a range of services. Prints almost anything including brochures, postcards, flyers, posters, and more. Typically, don't specialize in one narrow market niche.
<b>Quick Printers/Copy Shops</b>	Refers to business that offer fast printing and copy services, and usually have retail storefront for selling services.
<b>Retail Stores</b>	Office supply stores (including Staples, OfficeMax, the UPS Store) that offer customers print applications and graphics printing.
<b>Sign and Display Graphic Printers</b>	Establishments that primarily print signs, banners, posters, or point-of- purchase displays.
<b>Online Providers</b>	Sell print via an online storefront or customized web portal.
<b>Trade Printer</b>	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**  
Printed in the U.S.A. | OCTOBER 2024  
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**

[illegible]

**LEADS:** NR. - Not Available; E - Estimated; **Primary Specialties:** BPS - Book Manufacturing; CFI - Catalogs; COM - General Commercial Printing; DM - Direct Mail; DWP - Wide-Format Printing; FPI - Financial Printing; GSP - General; IND - Industrial Printing; IR - Inset/Proofing; HWS - Newsprint; PCK - Packaging; PFI - Publications/Periodicals; SPEC - Specialty Printing; ST - Statements/Transactional; NA - Not Available; **Other Primary Specialties:** BPS - Book Manufacturing; CFI - Catalogs; COM - General Commercial Printing; DM - Direct Mail; DWP - Wide-Format Printing; FPI - Financial Printing; GSP - General; IND - Industrial Printing; IR - Inset/Proofing; HWS - Newsprint; PCK - Packaging; PFI - Publications/Periodicals; SPEC - Specialty Printing; ST - Statements/Transactional; NA - Not Available; **Process Capabilities:** CFI - Digital/Continuous Web DCS - Digital Color Sheet DWP - Digital Mktg. & Grand Format; FPI - Newsprint; GSP - Gravure; LTR - Letterpress; OPS - Other Sheetfed; DWP - Other Print

**ppm** print & promo  
marketing

Resources & Strategies for the Distributor Community

**2024**  
**BUYER'S**  
**GUIDE**

The Distributor Professional's  
Comprehensive Guide to Suppliers,  
Products, and Services to the Trade

**CONNECT WITH LEADING  
SUPPLIERS OF:**

- + Print
- + Promo
- + Apparel
- + Technology
- + And More!

# 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.



<https://4over.com>



Printing and Packaging

[www.colorfxweb.com](http://www.colorfxweb.com)



[www.zooprinting.com](http://www.zooprinting.com)

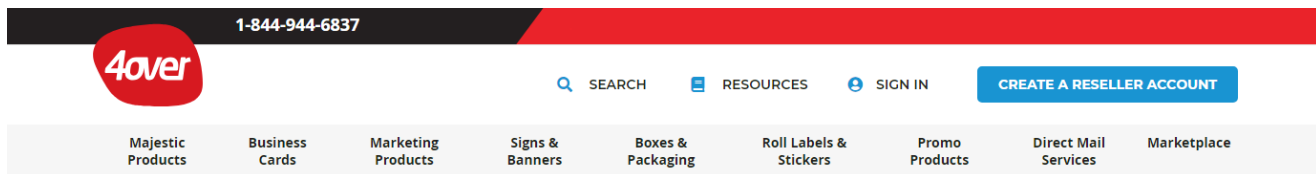


<https://rentapress.com>



[www.nd4c.com](http://www.nd4c.com)

# RESELLERS KEY MARKET FOR TRADE PRINTERS



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?

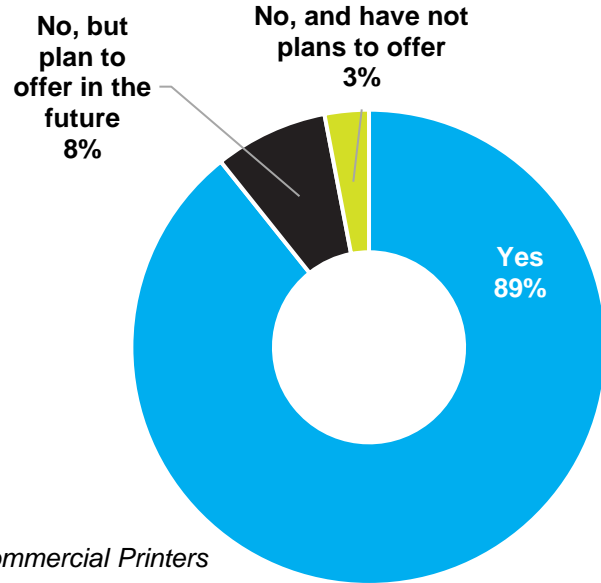
Also referred to as trade printers, wholesale printers are large and often multi-facility companies that complete and deliver wholesale print jobs for print resellers. They offer a wide range of products, stocks, equipment, and delivery options, which allows the print reseller to deliver on almost any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

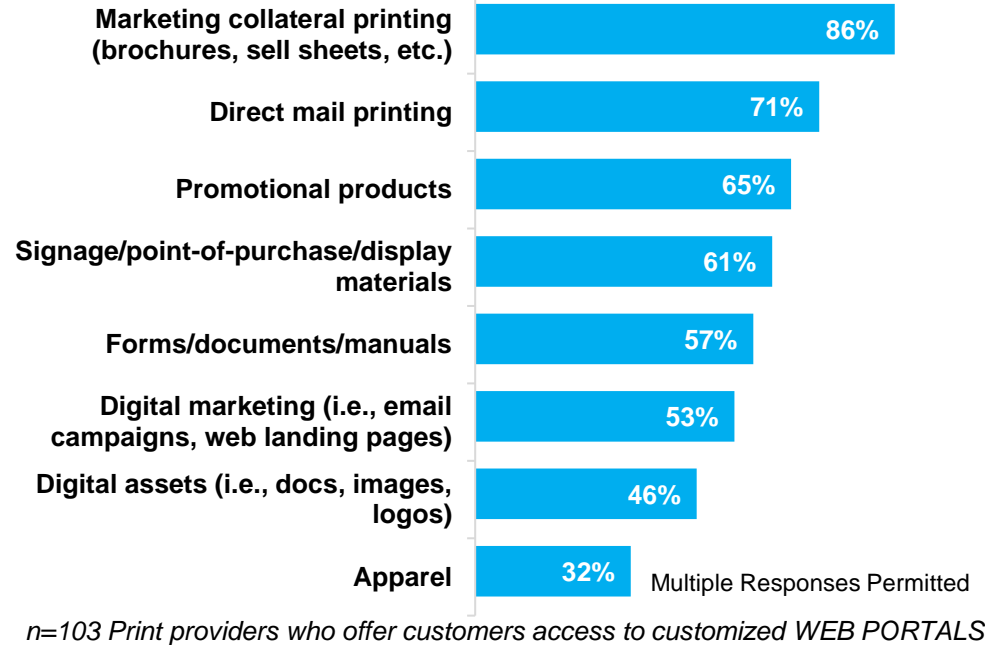


n=122 Commercial Printers

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?



# GETTING STARTED

# KEY ENTRY METHODS

Partner With  
Current  
Customers

Partner With  
Print Providers

Strategic  
M&A

# 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: M&A

# Printing Impressions

## Strategic M&A

BUSINESS MANAGEMENT, MERGERS AND ACQUISITIONS

August 30, 2023

## Premier Press Combines Forces with KG Specialties, Expands Production



ESSENTIAL RESOURCE

CONTENT MARKETING  
FOR PROMOTIONAL PRODUCTS  
Press Demo, Canon  
Fotostream 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, 2023

## 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, 2023

## Wallace Graphics Purchases The Corporate Shop



ESSENTIAL RESOURCE

CONTENT MARKETING  
FOR PROMOTIONAL PRODUCTS  
Press Demo, Canon  
Fotostream 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 4 dedicated Account Managers. The Corporate Shop's owner, Jeff and Wendy Houbauer have joined the Wallace Graphics team as well.



Established in 1999, The Corporate Shop ranks in the top 4% of distributors in the industry and has become a 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 6, 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.

# ESSENTIAL RESOURCES



**EXPLORE.  
LEARN.  
GROW.**

**iLEARNING+**  
is the most  
comprehensive  
education  
platform for the  
print industry.



**Find a Course Now!**  
[ilearningplus.org](https://ilearningplus.org)



# RESOURCE TO LEARN THE PRINT PROCESS



## 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-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, it 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 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 markup averages.

#### Available Videos

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

Total Module Time: 31min 34sec

[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 Names >
- File Prep Requirements >
- Release Documents >
- Ordering a Business Card >
- Ordering a Banner >
- Ordering Direct Mail >
- Ordering ECDM Full Service >
- Module 2 Summary >

Total Module Time: 22min 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 main 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 Main File >
- Setting up Booklets, Catalogs, and Calendars >
- Specialty Marketing >
- Booklets, 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 efficiently. 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 Promo and Print with Bundles >

Total Module Time: 15min 58sec

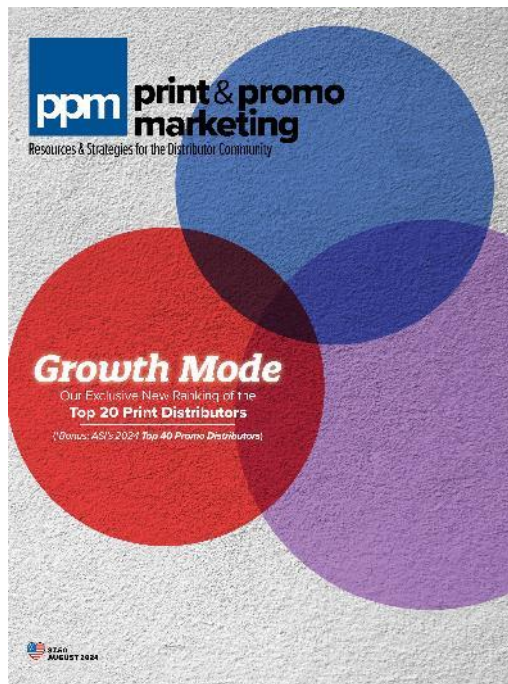
[Start Module 4](#)



# READ PUBLICATIONS & WEBSITES ABOUT PRINT



[www.piworld.com](http://www.piworld.com)



[www.printandpromomarketing.com](http://www.printandpromomarketing.com)




[www.wideformatimpressions.com](http://www.wideformatimpressions.com)

# CONVERGENCE CORNER

## Profiles of Firms Selling Print & Promo

<https://members.asicentral.com/news/podcast/convergence-corner>




### 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



6/12/2025

**Convergence Corner: Ikey Bensimhon Provides Print & Promo to Big-Name Customers**

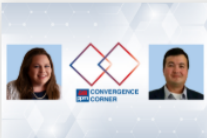
The CEO of Merch.com traces his career from Wall Street to making tote bags, to now leading a full-service print and promo distributorship with a client list made up of household names.



5/28/2025

**Convergence Corner: Eric Brooks Talks Providing Print & Promo for an International Retailer**

The vice president of sales for BrandCo Marketing delves into that and much more when it comes to having success in the worlds of branded merch and printing.



5/22/2025

**Convergence Corner: How My Tribe Print & Promo Tells a Story With Its Work**

The Native American woman-owned business combines print and promotional products together for campaigns that go much deeper than the ink on the surface.

# ATTEND PRINT TRADESHOWS

A promotional banner for the Printing United Expo. The background is a blue-tinted photograph of a busy trade show floor with many people and various printing equipment. Overlaid on this is the event's logo, which consists of the words 'PRINTING UNITED' in a bold, white, sans-serif font, with 'EXPO' in a smaller, italicized font below 'UNITED'. To the right of the text is a circular logo with a rainbow-colored arc. Above the main text, a white rectangular box contains the dates 'OCT. 22-24, 2025' and the location 'ORLANDO, FL'. Below the main text, the tagline 'THE MOST DYNAMIC AND COMPREHENSIVE PRINTING EVENT IN THE WORLD' is written in a smaller, white, sans-serif font. At the bottom of the banner are two pink rectangular buttons with the words 'ATTEND' and 'EXHIBIT' in white, sans-serif font.

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

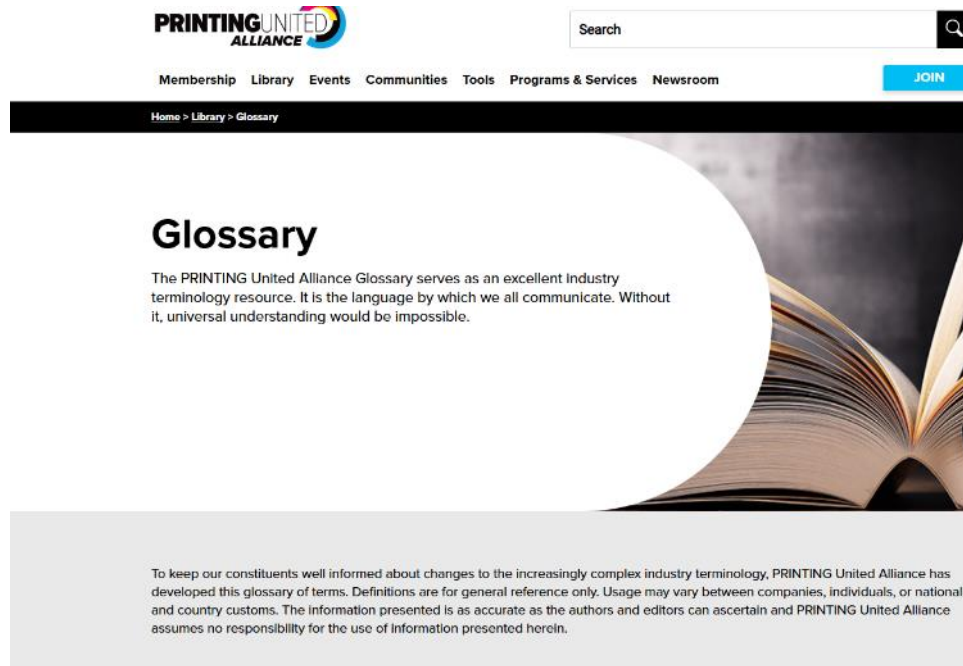
Want to add your company? [Join PRINTING United Alliance.](#)





# LEARN THE LINGO: GLOSSARIES AVAILABLE

Glossaries are available online;  
we recommend  
[www.printing.org/library/glossary](http://www.printing.org/library/glossary)



# ATTEND THIS POWER SESSION TOMORROW!





POWER SESSION

Booth #1953

Wednesday, July 23 @ 2:00 pm

## Proof Positive: How Promo Distributors Have Profited With Print

 Wednesday, July 23, 2025

 2 - 2:50 p.m.

 **Allee Bruce**, 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](http://www.printingunited.com)).

# BECOME A MEMBER!

Join the most comprehensive member-based printing and graphic arts association in the US that supports printing professionals with the tools and resources they need to grow their businesses, advance their knowledge base, and build their networks.



# Thank You!



## Contact Us

Have questions about the power of print?

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## Visit Our Website

Explore additional resources and industry trends at:

printing.org  
printingunited.com



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

