

Presented

PPAI **ONLINE**TM
Education

PROFIT WITH PRINT

A Look to the Future

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This session is sponsored by

Navitor® 

WHAT YOU'LL GET OUT OF TODAY

- Where the print opportunities are: **everywhere**
- Getting started: **who** to approach and **how** to ask
- **TOP 3 PRODUCTS** to start selling now
- Industries that are **buying now**



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VP of Solutions Management,
Label Leader



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Print Specialist, Distributor
Success Transformer



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Senior Sales Leader,
Revenue Gap Filler



SADIE WHITING

Label Expert, Solution Superstar



What % of your business is print?

- Print is 0%
- Print is 10% to 25%
- Print is 26% to 50%
- Print is 50%+

POLY

THE FUTURE OF PRINT

Selling Tips for the Next Normal

There are **Four Major Priorities**:

1. Lookback and Look-Forward
2. Top 3 Products
3. Top 3 Industries for Growth
4. Profitability



Our **Focus Segments** Today Include:



What to Know



Common Pitfalls

Back in
2010

iPad

Our most advanced technology
in a magical and revolutionary device.



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Everyone's personal driver.
Currently live in San Francisco only.



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81,000

More Print
Employees
Than Today

5,000

More Print
Companies Than
Today







2020

82%

of millennials think that **direct mail** is more trustworthy than email and digital media



70%

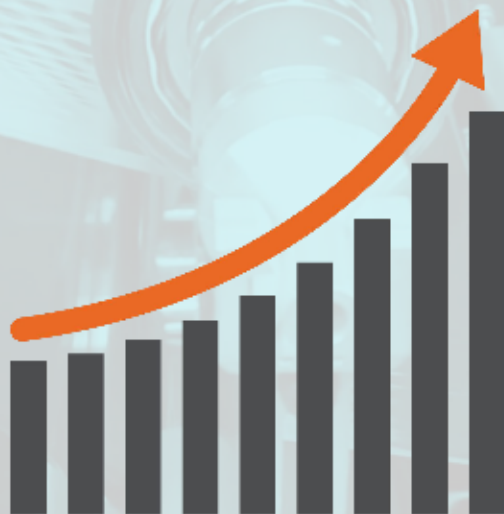
of people had higher brand recall with **printed marketing** as opposed to digital marketing

AMAZON **PRINTED** A
CATALOG AND SENT IT TO
MILLIONS OF HOMES.





Printing equipment and technology costs have risen significantly over the last decade



\$5-10M

investments are typical for print equipment and technology



The supplier used
to drive the
market



Supplier



Manufacturer



Distributor



Consumer



The power has
shifted to the
consumer



Supplier



Manufacturer



Distributor



Consumer

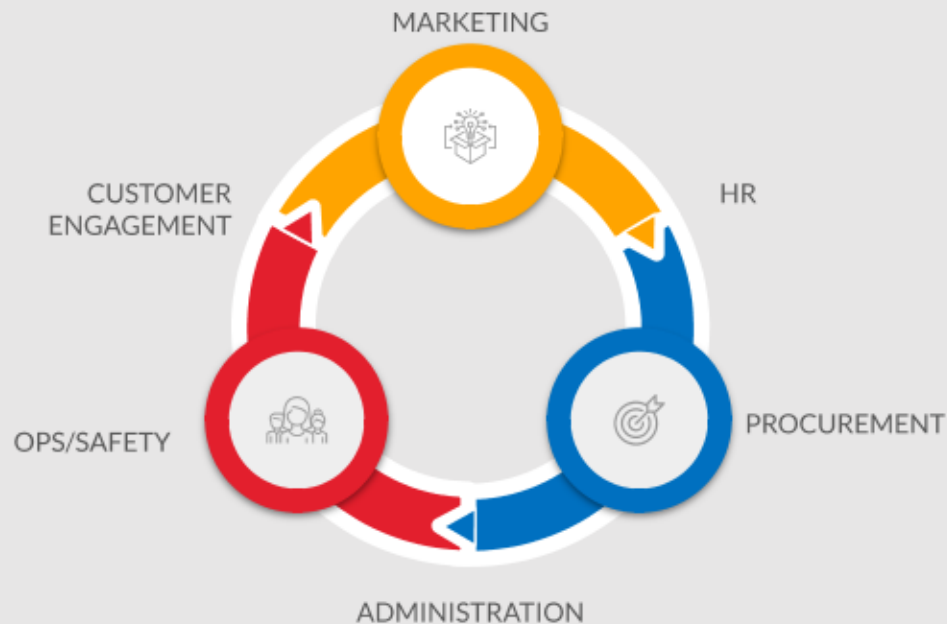
HOW TO START

Who are you reaching out to?

- Marketing
- Procurement
- Ops/Safety
- Customer Engagement
- HR
- Administration

POLV

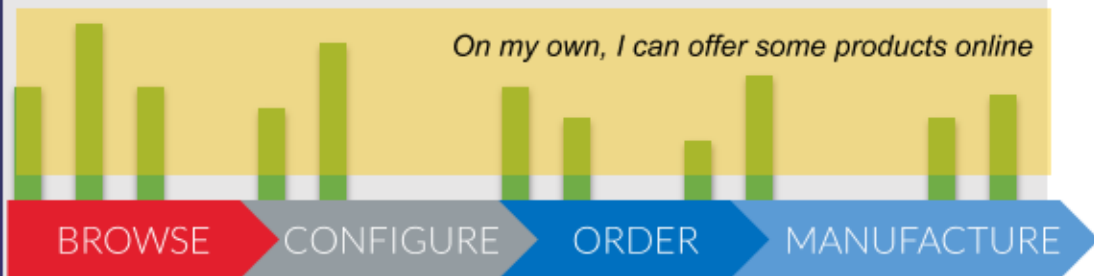
RECALIBRATE YOUR AUDIENCE



WHO

1. Organic Growth
2. Acquisition

THE APPROACH



HOW

1. Program Selling
2. Touch-Free Ordering

BUSINESS IDENTITY



TOP 3 PRODUCT CATEGORIES



1 | BUSINESS CARDS

- Profitability:
 - 30%-60% marginWith a low cost of entry and relatively high profit margin, it is an ideal way to gain a foothold into a business.
- Repeat orders



2 | ENVELOPES/DIRECT MAIL

- Profitability:
 - 30%-50% marginCross-promote envelopes to include matching letterhead to maximize order opportunity and gain additional margin.
- Direct Mail Postcards
- Repeat business



3 | PRESENTATION FOLDERS/KITS

- Profitability:
 - 40%-50% marginAdding a Letterhead is one application. These can be a blank canvas for cover letters, official notices, letters of acceptance.

TOP 3 INDUSTRIES



1 | OFFICE/LOBBY SETTING

- **Specific Areas:**
 - Finance, Banking
 - Insurance
 - Manufacturing
 - Hospitality
- **Ease of Adding New Business:**
 - Providing the additional service beyond the order for things such as design could be beneficial in securing orders.



2 | HEALTHCARE

- **Specific Areas:**
 - Clinics
 - Hospitals
 - Dentist Office
 - Insurance
- **Ease of Adding New Business:**
 - Healthcare is a great vertical to set up a program with as they often have a specific product need as well as multiple locations to support.



3 | CONSTRUCTION & REAL ESTATE

- **Specific Areas:**
 - Advertising
 - Commercial and Residential
- **Ease of Adding New Business:**
 - Used to working with new vendors and larger orders, typically open to new ideas and partnerships.



WHAT TO KNOW

What You Should Do:

- Know turn times and how fast the products ship. Usually, it's a last-minute type of order.
- Be familiar with the main elements of a print job to provide accurate pricing
 - Size, material, imprint, special finishing, application, quantities
- Increase your profit potential by placing orders electronically when possible.
 - Look into investing in technology solutions that would allow your clients to place their orders themselves.
- Utilize your **suppliers** to help you with your next project. Take advantage of the tools they can provide to help you make the job easier and speed up the sales cycle.
- Pull in **print experts** to assist in assessing opportunities, taking the guesswork out of the equation.
- Communicate to your customer that **print** is something you offer.

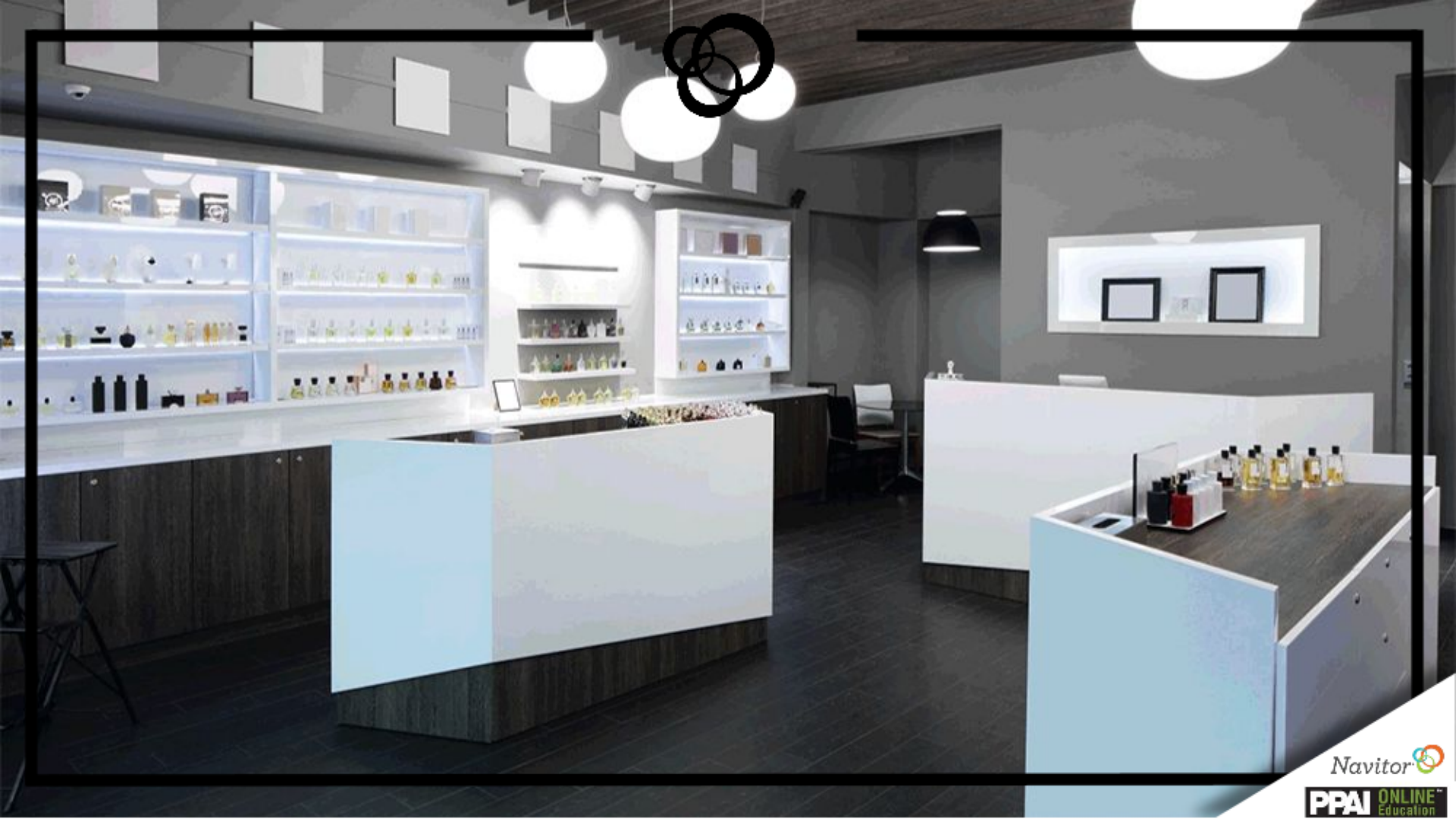


WHAT TO KNOW

Common Pitfalls:

- The belief that “**Print is Dead.**”
- Realizing your opportunity to cross-sell!
- Poor quality artwork, or artwork improperly sized.
- Know the basics of setting up artwork:
 - Art requirements of 300dpi
 - File formats: .pdf, .eps, .tiff, .psd, .gif, .jpg, .png ...
- Utilize **product templates** your supplier provides to you for much easier uploads.
- Not knowing what to ask to even get a project started.
 - Utilize your suppliers as print experts
- Communicating to your customer that **print** is something you can offer.

LABELS & PACKAGING



LABEL & PACKAGING TRENDS



1 | SHELF APPEAL

- Continued need to make a brand stand out
- High brand standards
- More variety in purchasing methods means a higher need for eye-catching product
 - Online - no-touch buying experience
 - In-store competitiveness



2 | VERSATILITY

- Demand changes equal increased need for versatility in production
 - Multiple versions
 - Quick turn times
 - Virtuals and press proofs



3 | SOLUTIONS

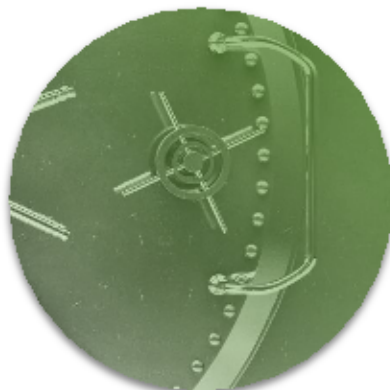
- Security and tamper-evident functions
- Warning and regulation needs
- Unique applications and uses

LABEL TOP INDUSTRIES



1 | HEALTHCARE

- Specific Areas:
 - Laboratory and chart labels
 - Machine asset labels
 - Educational sticker sheets
- Ease of Adding New Business:
 - Often leads to programs - convenient, quick reorders
 - Labels are vital, they are needed to function day to day



2 | FINANCIAL SERVICES

- Specific Areas:
 - Mailing labels
 - Water bottle labels
 - Self-promotion
- Ease of Adding New Business:
 - Brand cohesion - gives value by linking multiple locations
 - Site ordering for locations, personalize with photos

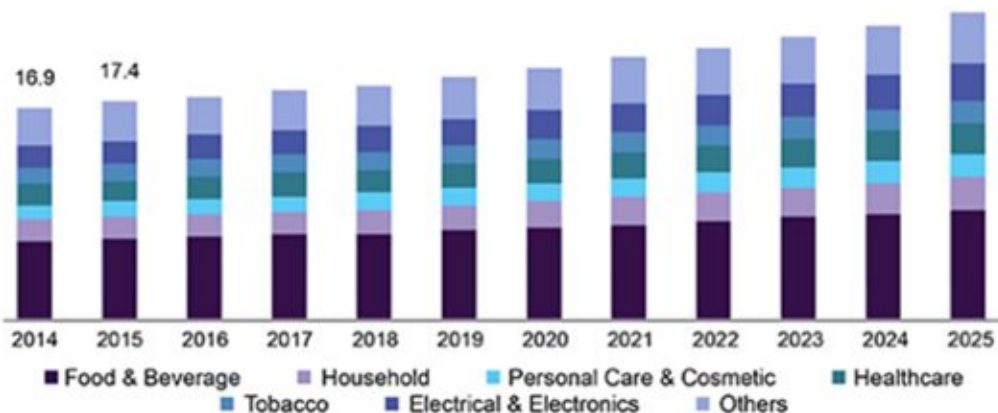


3 | EDUCATION

- Specific Areas:
 - Healthy hygiene reminders
 - Social distancing
 - Parking permits
- Ease of Adding New Business:
 - Convenient way to promote school spirit and messaging
 - Parking permit window decals renew each year

PACKAGING TOP INDUSTRIES

U.S. folding carton packaging market size, by end use, 2014 - 2025 (USD Billion)



Source: www.grandviewresearch.com

Hot Sellers in the Market - Pillow Pack, Roll Tuck & Straight Tuck





WHAT TO KNOW

Common Pitfalls:

- Not making customers aware you offer labels and packaging.
 - **AWARENESS** brings sales.
- Missing the opportunity to **cross-sell** – i.e., already selling other print or promo items to a customer but missing the opportunity to review other possibilities.
- **Skipping out on the small projects** - small projects often equal easy reorders and can lead to larger opportunities.
- Not asking your client the right **questions** to understand their needs.
 - Use a supplier that supports you through each project and lets you know which questions to ask.
- Avoiding the discussion because of unfamiliarity.
 - Find a supplier that supports you as your expert.

SIGNS & GRAPHICS



TOP 3 PRODUCTS



1 | BANNERS

- Typical profit: 40% margin
- Most banner suppliers will have "good, better, best" options, meaning there is a price point for every buyer
- Large, in-your-face messaging



2 | YARD SIGNS

- Typical profit: 40% margin
- Usually available with low minimum quantities
- Messaging opportunities are endless
- Politics, traffic flow, thank-you messaging for healthcare workers



3 | FLOOR DECALS

- Typical profit: 40% margin
- Most floor decal suppliers will have options to order fully customizable options as well as stock designs to save time
- Opportunity to replace seasonally
- Cross-sell and add-on impulse buys

TOP 3 INDUSTRIES



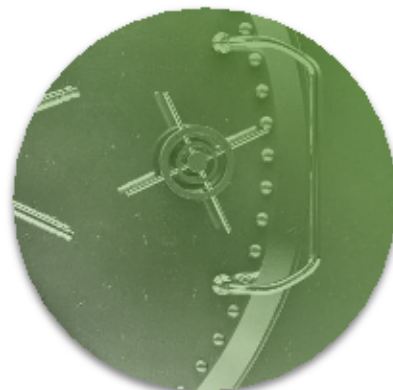
1 | HEALTHCARE

- **Specific Products:**
 - ADA and architectural signage
 - Interior decor and decals
 - Temporary signs and badges
- **Ease of Adding New Business:**
 - As guidelines continue to change, companies will be looking for updated messaging - be the company they turn to



2 | RESTAURANTS

- **Specific Products:**
 - Plastic menus
 - Table tents
 - Floor decals
- **Ease of Adding New Business:**
 - Restaurants in various phases of reopening
 - Menus need to be washable or disposable, and signage needs change frequently



3 | FINANCIAL

- **Specific Products:**
 - Name badges
 - Interior and exterior signage
 - Teller stamps and daters
- **Ease of Adding New Business:**
 - Most banks and credit unions are open
 - Floor and wall decals, interior and exterior signage are key



WHAT TO KNOW

What You Should Do:

- Be aware of production timelines, transit timelines and client's in-hands date.
- Research the endless possibilities when it comes to signage and graphics.
- Research area guidelines for social distancing rules and guidelines.
- Lean on your suppliers for product recommendations and sales collateral.

Common Pitfalls:

- Not asking how or where the product will be used.
- Not having print-ready artwork.
- Not knowing where to start, and simply turning away from the opportunity.

What are your next steps?

- Ask more of my suppliers for selling content
- Ask for introductions to new departments
- I'm going to email
AND CALL to pitch Business Identity
- I'm going to email
AND CALL to pitch Labels & Packaging
- I'm going to email AND CALL
to pitch Signs & Graphics

POLY

Q&A

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Thank You!

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