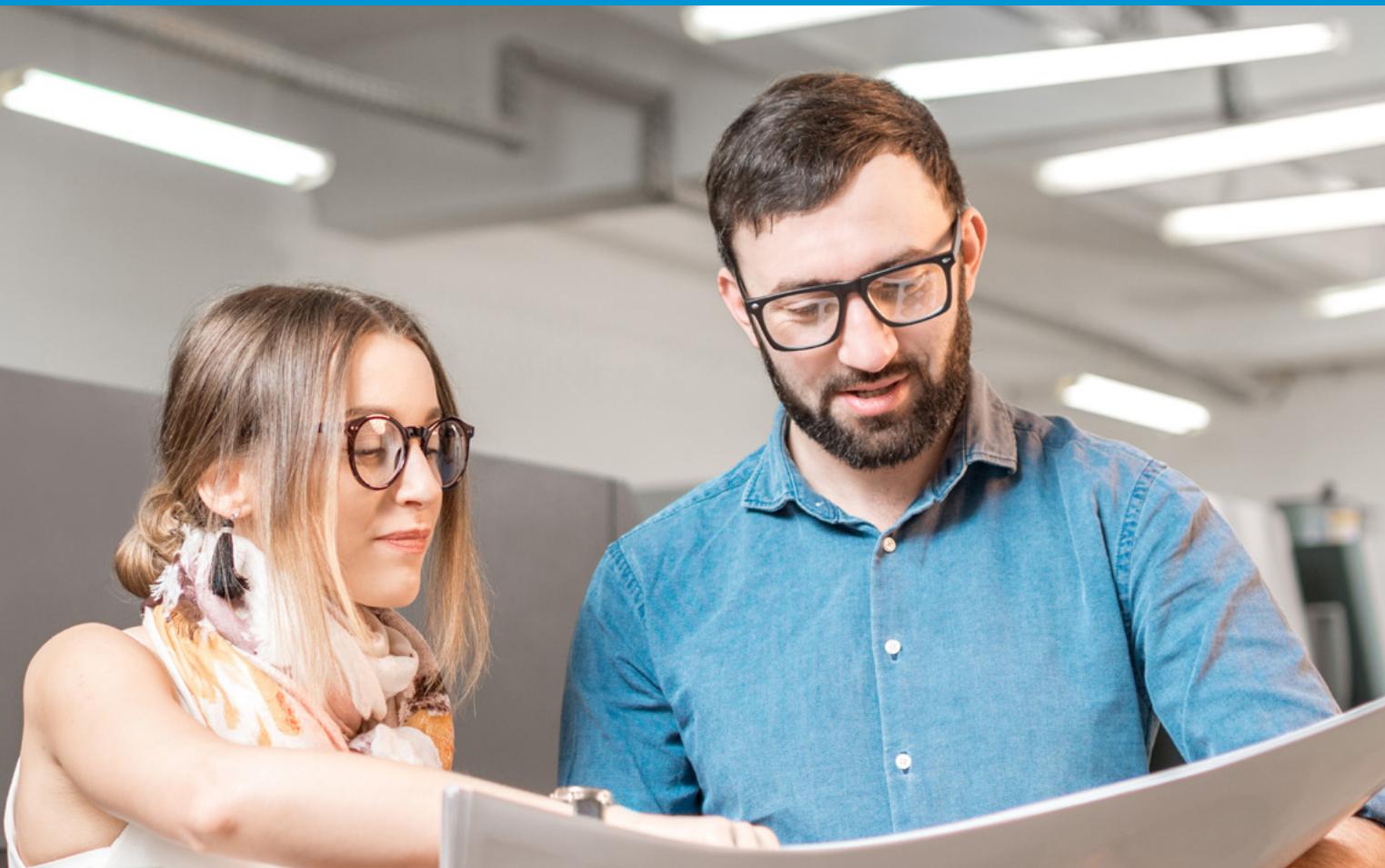




10 WAYS TO EVOLVE YOUR PRINT BUSINESS

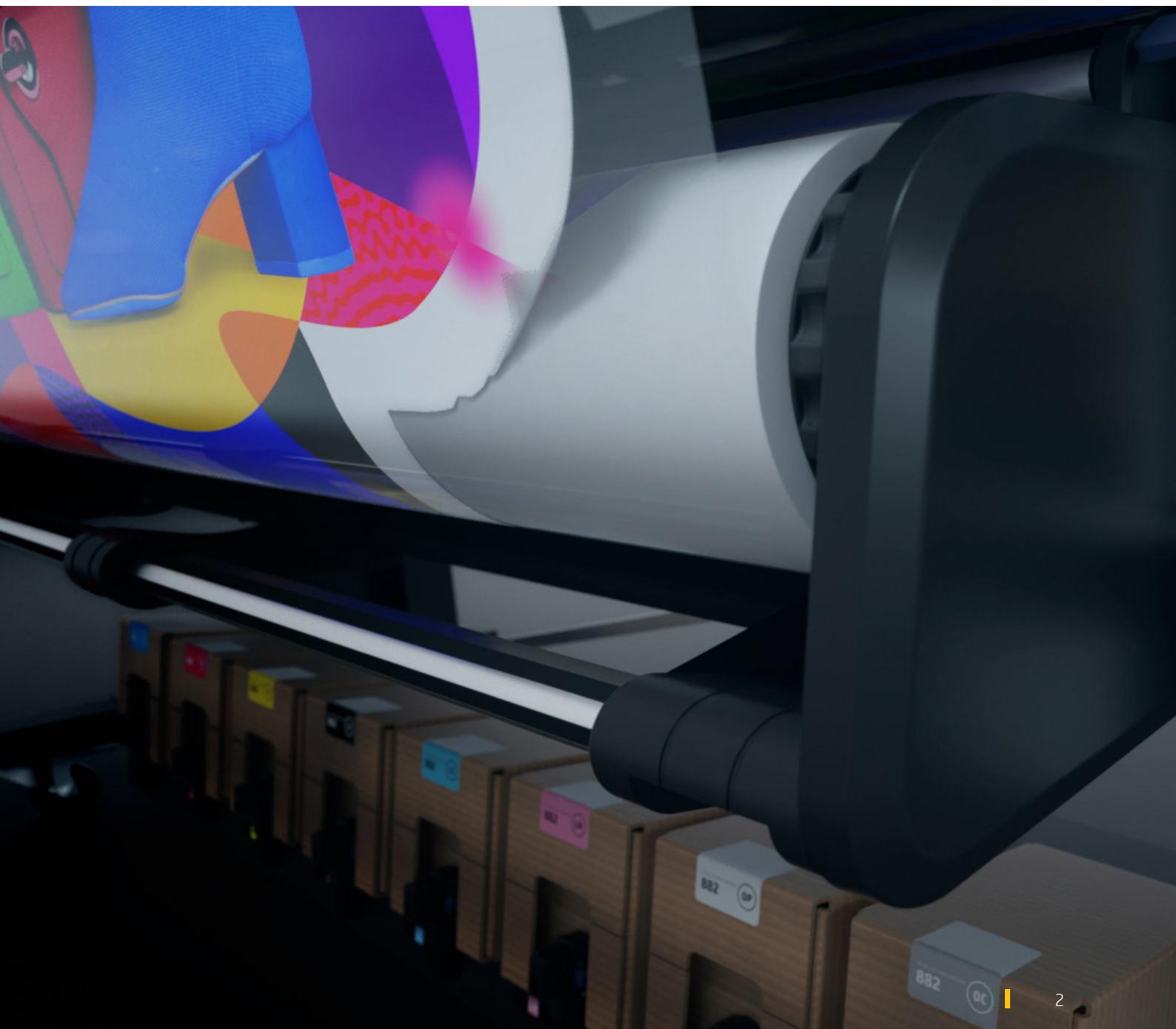
The large format print sector is built on change, and now the pace is faster than ever.
Just keeping up isn't enough: these 10 tips will help you thrive.



Print businesses are no strangers to transformation. With new technologies emerging every year, new inks, new substrates, and new customer demands, a long history of innovation has helped the industry to thrive.

But the speed of change is accelerating. That's why many are looking for opportunities to enter new markets, improve competitiveness, and drive business growth.

Here are our top 10 tips to help you on your journey.



1 COLLABORATE TO UNCOVER EMERGING OPPORTUNITIES

One positive outcome from the challenges of 2020 was that successful businesses within the print industry were collaborating in new and exciting ways. Print businesses were speaking to retailers, facilities management companies, the supply chain, and beyond to understand what customers really want. There are lots of other ways to do this too, visiting design showrooms to meet designers or attending events to find content creators, for instance. True collaboration will help you react to market demands, look outside of your traditional customers, and unearth new opportunities. It's time to adapt, reinvent, and re-embrace the world to help the print business evolve.



2 DIVERSIFY YOUR OWN PORTFOLIO

This is also a perfect opportunity to talk to a broader pool of potential new suppliers. As well as plugging gaps that may have appeared in an existing supplier's portfolio, you should consider any new innovations that may help you to diversify the printed products that you can offer to your own customers.





3 BECOME SERVICE LED, NOT SALES LED

With your supply chain robustly audited, you can change the way you interact with prospects and let them know that whatever challenges they are experiencing, print is one thing they don't need to worry about. The important thing is to make it service led, not sales led. Now is the time to prove your value, as the strongest future relationships will be built by those that could be relied upon in times of difficulty.

4 THERE IS NEW BUSINESS TO BE DONE FOR EXISTING CUSTOMERS

The solution you recommend to customers might be completely different to anything you have provided them with previously. Perhaps their need is for floor graphics or short term in-store signage that can be easily applied and removed by the store's own staff. You won't necessarily know what they need unless you ask.





5 SERVICE NEW CUSTOMERS LOCALLY AND BEYOND

It's important to capture opportunities—wherever they are. That means keeping one eye on your local area to identify new customers, and the other on prospects from further afield. For example, if a new shop or restaurant is opening, they may have all sorts of print requirements that you can satisfy with your services. This could then lead to longer-term and, in some cases, wider-ranging work, with the potential to work with sister shops or other restaurants across a larger network. On the other hand, there's a whole world of opportunities that you may be missing by not having an appropriate digital offering. Ensure your e-commerce platform and digital marketing efforts allow you to capture prospects online.

6 CONSIDER EXPANDING THE SCOPE OF THE SERVICES YOU PROVIDE

If you didn't previously offer a design and fit service, perhaps now is a great time to consider that as a way to win more local business? By becoming a one-stop shop for design, print, and fit for smaller local business owners, you've solved a problem and given them back the time they might otherwise have had to spend on the unfamiliar task of fitting signage.

7 ASSESS YOUR APPLICATION VERSATILITY

The ability to cater for a wide range of applications is critical. That means being able to deliver exactly what clients want, and it also means recommending new products and solutions to customers when you identify new opportunities. Media versatility is key here—if you don't know what materials you have available to print on, you don't know what sort of business you can bring in. It's therefore vital to have meaningful conversations with your suppliers. Not necessarily with the sales guy you usually talk to but rather with product managers and senior decision makers. Find out what your suppliers have in stock now, what they're going to have in stock in the future, and what their plans look like for the months and maybe even years ahead.



8 STAFF CAN GET SKILLS TRAINING FOR FREE

New design skills, other CMS web development skills, or new social media skills related to both marketing and new business prospecting, are just a few examples of how your staff can be encouraged to invest time on their personal growth and so make a greater contribution to your future success.



9

DECOR AND INTERIOR DESIGN IS ANOTHER FAST-GROWING OPPORTUNITY

Interior design is big business for many print companies, with the amount of work both plentiful and wide-ranging as both businesses and homeowners look to enhance and customize their homes, workplaces, and brands. From canvases and curtains to paper-based products like wallpaper and posters, much of this work is easily accessible to print companies and could provide a valuable new source of revenue.

10

THINK SMALL, WITH PERSONALISATION FOR B2C CUSTOMERS

Sales of personalised print and printed giftware have increased dramatically in recent years. In 2020, people used personalised gifts to stay close to, and send love to, family and friends that they were unable to visit in person. This increased public awareness of what digital print can do and is creating a growing demand for items that can be customised and made unique.