7 Ways Top Printing Companies Are Attracting New Customers
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According to printing industry experts Joseph W. Webb, Ph.D., Richard M. Romano and Cary Sherburne, changes in technology will continue to create great opportunities and challenges. As Webb and Romano explain in their book, *This Point Forward: The New Start the Marketplace Demands*, owners and managers of printing companies that adopt a *This Point Forward* approach to the business can take advantage of these changes, both now and for years to come. Their book also make clear that those that cling to the past, and possess a *Rear-View Mirror* approach to the business, will likely see their customers move on to more savvy print shop professionals that are more attuned to their needs.

So how can your printing company enable itself to profit from changes in technology? By offering specialty services that incorporate digital printing on a wide range of substrates, by using new inks and papers, as well as by providing new promotional solutions to increase profits.

Yet one of the greatest benefits you can achieve by providing new forms of printing services is to become more strategic in your business. By offering these new printing services, you can gain mindshare among business customers—many of whom have either forgotten or are too young to understand the value of print. Here’s your chance to turn these multichannel marketing proponents into print enthusiasts and repeat customers.

The following seven examples represent use cases that can empower your business, making it indispensable to current and future customers. We’ll show you how.
1. Color-on-Color Printing Creates Dazzling Images

Color-on-color can enable your printing company to easily and effectively attract new customers and upsell existing ones. With applications that deliver high-value output, you can increase revenue by better serving a wide range of sectors including retailers, restaurants, event and convention planning companies, hotels, organizations, universities, and schools.

Today’s advanced digital color printers produce spectacular results on a variety of media including polyester; metallic, heavyweight and colored stocks; magnets; banners; and more. With the capability to use white ink, as well as percentages of white under colored ink, you can custom print rich, vibrant colors that enhance any message. The result: exceptional value for customers that demand bold graphics.

Next Example
Printing on metal or metallic papers, as well as using metallic inks, can attract an entirely new customer base to your company. Another advantage: low cost to you and high value to your customers, allowing you to quickly attain ROI. The ability to print metallic labels and other applications such as invitations, direct mail, point-of-purchase material, signage, postcards, literature, booklets, gift boxes, corporate materials, shrink sleeves, calendars, and other items can dramatically boost your billings.

With the right digital equipment, you can produce a variety of highly reflective metallic surfaces, including copper, silver and gold, and do so more simply and affordably than using traditional metallic ink processes. By adding metallic capabilities to your business, you can serve a wider range of customers that value specialty services including manufacturers of perfumes, cosmetics, skin and hair treatments as well as wine and beverage bottlers, and other businesses.
3. Vibrant Colors Produce Eye-Catching Signage

Producing vibrant signs can open up lines of business, helping you gain new customers including event and convention planning companies, hotels, hospitals, retailers, real estate brokers, fund raisers, universities, and schools. The need for signage, be it for event promotions or warnings and directions or other uses, continues to rise.

New digital print technology can enable you to affordably print specific warning color signs that meet various safety standards. You can also ensure that corporate and event logos conform to your customer’s branding guidelines. Other advances are in stocks, enabling you to supply weather-proof signs. Taken together, the opportunity can provide you with increased customers and volume business.
4. High End Invitations Woo Upscale Customers

In a world of email, printing elaborate invitations can help your customers get noticed and help you increase profits. Superb texture and specialty finishes bring warmth and tangibility that feels luxurious in the hand, all of which can boost your business through printing high end invitations for weddings and other life changing events as well as for corporate and philanthropic functions. By doing business with even a handful of event planners, you can gain a continuous supply of new orders and increase your monthly billings.

Using the right digital printer allows you to offer shimmer and pearlized as well as vibrant and subtle colors. This broad range of capabilities can enable you to print nearly any imaginable invitation on a single piece of equipment, making it an excellent business opportunity.
Door hangers create an impossible-to-miss marketing tool that can achieve significant results. This high volume business appeals to local retailers, restaurants, and real estate brokers, as well as to lawn care providers and other contractors. In addition, hotels, hospitals, fund raisers, universities, and schools are also great prospects. That can add up to a sizable pool of new customers that rely on a stream of door hangers to generate new business.

Today’s digital printers can create door hangers on durable waterproof, tear-proof stock, which does not require lamination, and in a wide assortment of colors. By adding door hanger capabilities to your business, you can increase your profits.
6. High Impact Postcards Mean Business

Combine low mailing costs with colorful, personalized postcards and you can provide your business customers with the perfect direct mail marketing campaign—and yield higher response rates than more expensive standard letters and envelopes. Lower cost/higher response rates mean your customers can afford to send more postcards to more prospects and customers as well as to send follow-up mailings to the same list of recipients. Many businesses can add postcards to their promotional and marketing campaigns, including local retailers, real estate brokers, and service providers, as well as eye doctors, dentists, schools, clubs, organizations, and others.

With the proper digital equipment, you can efficiently print large and small runs on a variety of finish cardstocks and increase your earnings.
7. Paper Posters Offer Practicality

Not every poster application needs the expense of cling film, boards, fabric, or pressure-sensitive vinyl. Indoor locations, for example, can benefit from paper signs at much lower cost, enabling your customers to print more signs or to change their message more often. Potential customers include retailers, grocery and party stores, as well as schools and organizations. There are even customers you might not expect, such as law firms that need large graphics to make their case to the judge and jury.

Couple today’s advanced digital color printers with the latest stocks and inks, and you can economically produce vivid posters that can generate a sizable amount of revenue. Add weatherproof, tear-proof paper and you can deliver posters that can nearly match the strength of other stocks at a substantially lower price.
Make the Most of Your Opportunities

By providing specialty printing services, you can help your customers increase their business and achieve their goals, as well as attract entirely new customer bases. What’s more, many of these services are needed by each of the customer types identified in these seven use cases. Applying that knowledge can enable you to better cross-sell services, allowing you to increase your business and billings without having to negotiate with new customers on every job. That’s what we mean by becoming more strategic in your business. And rather than offer a few things—which may or may not be what your customers want—provide a range of solutions based on the current and future needs of your customers.

Years ago, suggesting you expand the number of printing services your company could provide might have been considered too challenging. But times have changed. Advances in digital technology make it practical and affordable to offer more options and to take on new opportunities. Advances have also occurred in how your customers see and market themselves. And to respond to these advancements—in technologies, customer needs and new opportunities—require taking a This Point Forward approach.

Have Questions?
Please let us know if we can answer your questions and help you increase your business through specialty printing services. Call 866.514.9784 for more information, thank you.

“We get a lot of rush jobs. With this printer, we are able to quickly turn them around and move on to the next job. The C942 is really everything we expected it to be and more.”

—Sol Lehr
Co-Owner, Lehr & Black