



The Essential Printer's Guide To **Selling Promo Products**



Discover how easy it is for printers like you to add this revenue stream and increase profits.

Maximizing Profits With Promo Products

A lot of printers don't realize how simple it is to generate sales by offering customers promo products too. They think it's going to take a lot of time, work and resources – but that's not true! Let's address your main concerns right now.

When you sell promo, you:



- Don't need to manufacture or decorate the product.
Someone else handles that.



- Generate a high profit margin.
37% average.



- Don't have overhead and don't need to stock inventory.
Someone else does that too.

Advantages of Offering Promo Products

- **Enhanced Profit Margins**

Promo products often command higher profit margins than traditional print jobs, allowing you to maximize revenue per client. The average profit margin you can expect is 37%, and that obviously increases with special orders.

- **Scalability**

Focus on client relationships and business growth without the need for extensive production capabilities.

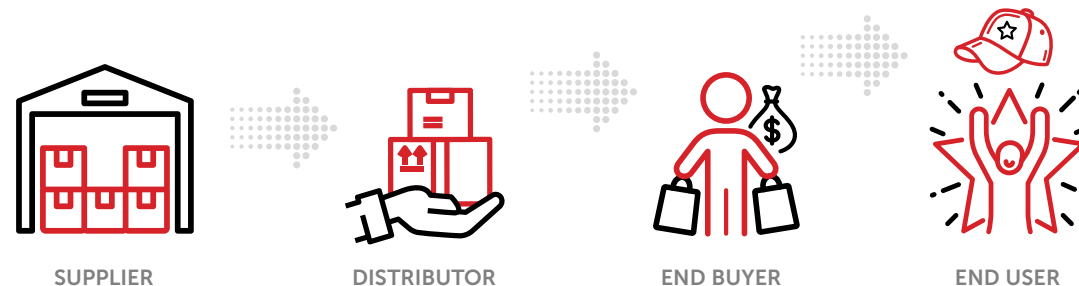
- **Client Retention**

Become a one-stop shop for both printing and promo products, enhancing client loyalty and satisfaction. Your clients already need promo – make sure they're ordering it from you so you can get the sale!



Understanding the Supply Chain

To effectively offer promo products, it's essential to understand the supply chain. A lot of these terms may be familiar to you, but they mean something different in the promo world.



- Suppliers:** Companies that manufacture or source promo products, imprint them with logos and ship them to the end-buyer. They provide a wide range of customizable items, from everyday essentials (pens, earbuds, mugs, etc.) to premium gifts (watches, food baskets, luggage, etc.). If you sell promo, you'll order products for your clients (end-buyers) from suppliers.
- Distributors:** If you decide to sell promo, you'll be a distributor. Distributors actually sell promo products to end-buyers and monitor the whole process until delivery. You'll advise an end-buyer on promotional options, they'll order from you and you'll place an order with the supplier.
- End-buyers:** Businesses or organizations that purchase promo with their logo on it for marketing campaigns. These are your customers, and they can be anything from a hospital to a coffee shop.
- End-users:** People who ultimately use a promo product. Examples: A person who writes with a pen at the bank; someone who wears a hoodie repping their team to the game.

Getting Started With Promo Products

**Don't know anything about promo?
Don't know any supplier to order from?**

**Psssst ... that doesn't matter,
you can still sell promo!**

What you need is to join a membership organization in the promo products industry, like ASI®. These groups have sourcing tools available – and they're all you need to find products and suppliers!

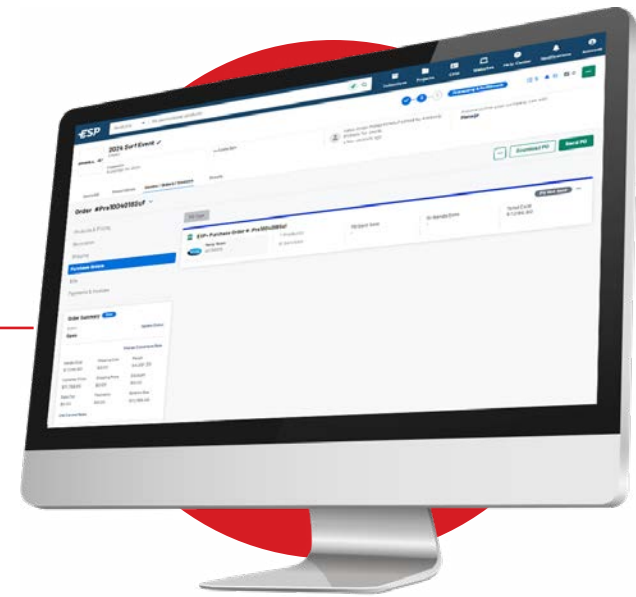
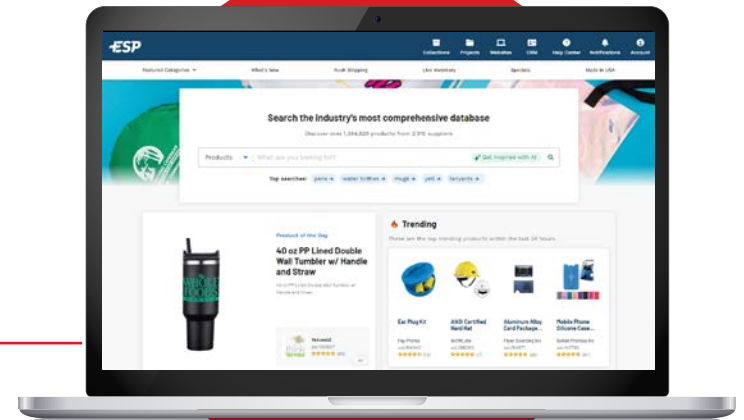


ASI's revolutionary platform is ESP+, and if you can type in a search bar, you can find promo. Simply type "pen" and you'll have tons of results for your customer.

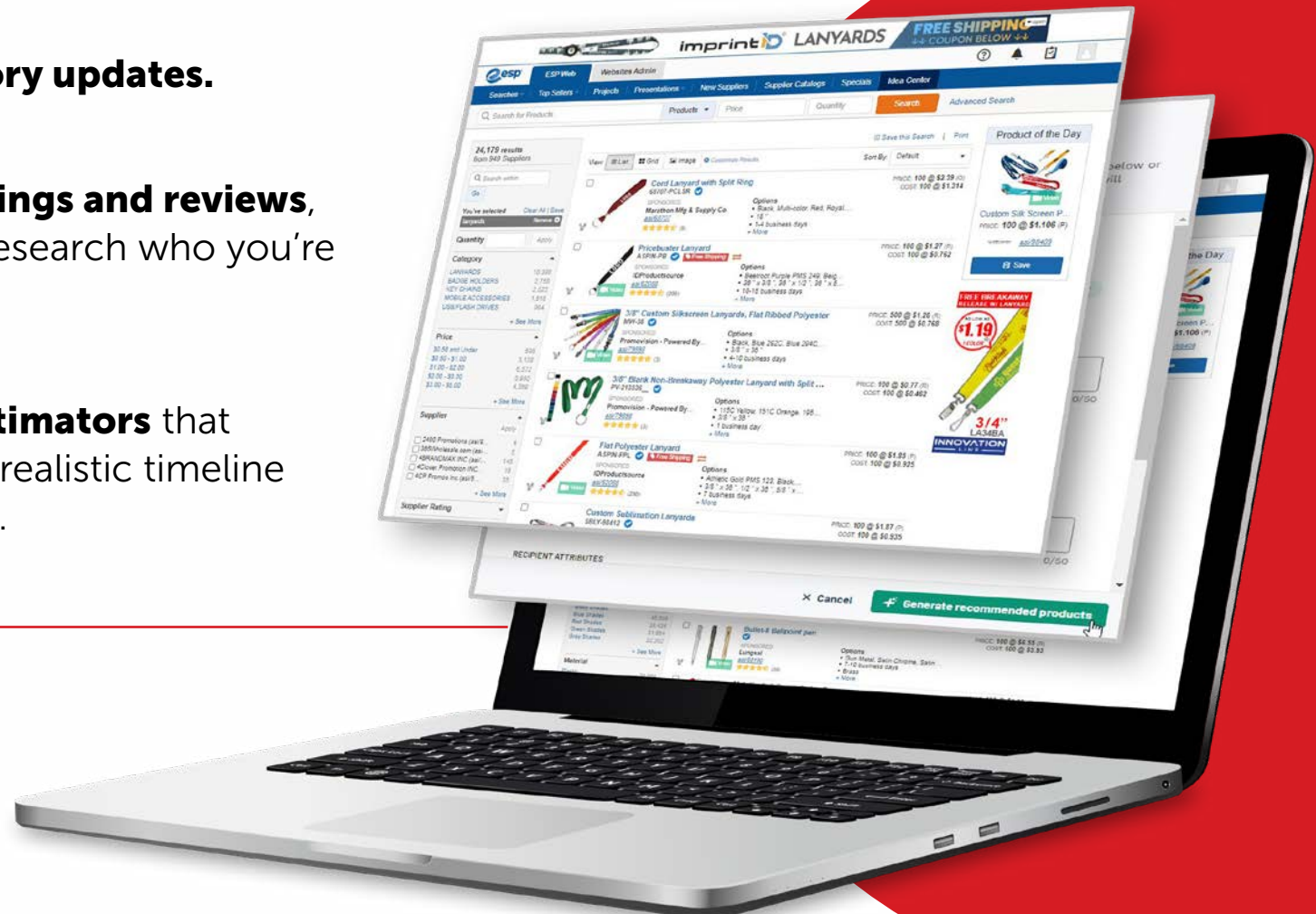


ESP+ provides users with:

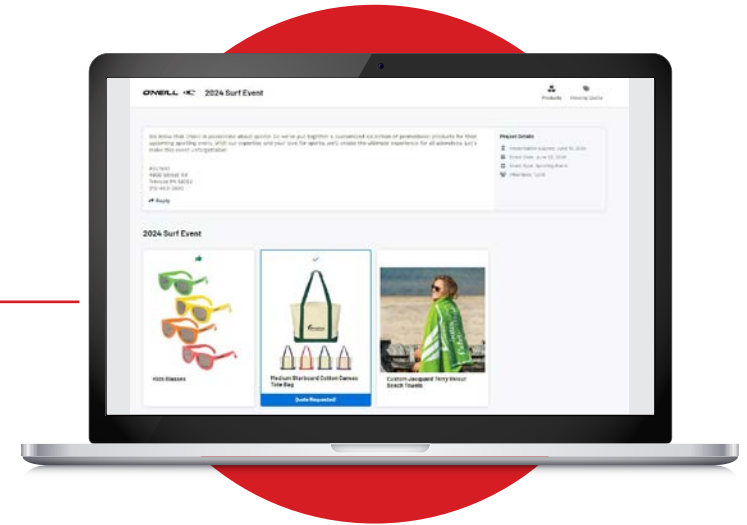
- A library of **1.2+ million promotion products** from **3,000 promo suppliers**.
- A variety of filters to **tailor search results** to your specific needs.



- **Live inventory updates.**
- **Supplier ratings and reviews,** so you can research who you're buying from.
- **Shipping estimators** that help you set realistic timeline expectations.



- **Interactive presentations.** You can create a custom presentation of products and your customers can respond with real-time feedback (like, dislike, order).



- **The ability to place an order instantly.**



Stay in the know.

Membership organizations like ASI also have education classes and training, as well as e-newsletters, magazines and research. You can learn everything you need to know about the promo industry and stay up to date on news and trends.

- **Educational Opportunities**

- Access to specialized education classes and training sessions.
- Topics range from basic product selection to advanced marketing strategies.
- Tailored for both newcomers and seasoned professionals in the promotional products industry.

- **Resource Access**

- Regular e-newsletters keep you updated on industry news and trends.
- Industry-specific magazines are filled with expert insights and success stories.
- Comprehensive research publications provide deep dives into market analysis and innovations.

These membership benefits ensure you remain at the cutting edge of the promotional products industry, equipped with knowledge and insights to drive success.



Overcome Common Challenges in Printing by Selling Promo

You can overcome a lot of common challenges by adding promo as a revenue stream to your business. Look at the benefits it can offer.

- **Higher Profitability**

As a printer, you often compete on price due to commoditization of traditional printing services. Adding higher-margin promotional products allows diversification and higher profitability. Less work, more profits.



- **Year-Round Demand**

Printing jobs may have seasonal peaks and lows. Promo products have year-round demand and stabilize revenue streams. It's also important to note that Q3 and Q4 are extremely busy in promo thanks to back-to-school and holiday-gifting seasons.



- **Improved Customer Retention**

Clients may seek one-stop-shop solutions. Providing promotional products alongside printing services increases customer loyalty by fulfilling more of their needs. As we mentioned earlier, they need promo – don't let them give their orders to someone else.



- **Attract New Clients**

Printers in crowded markets struggle to differentiate. Promo products offer unique, customizable options that stand out and attract new clients. You may get new customers who never used your print services but want promo.



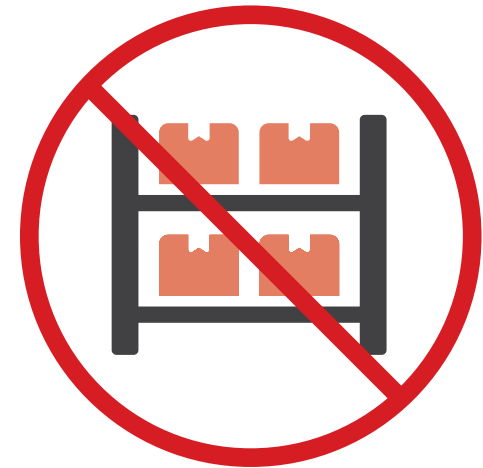
- **Less Continuous Investment**

Printing technology evolves rapidly, requiring continuous investment. Promo products have lower technological entry barriers and investment needs.



- **No Inventory**

Maintaining printing stock can tie up capital. Since suppliers dropship promo products, you don't need to inventory or store anything related to promo.



- **Support Customer Branding**

You're in the business of branding – fully support your clients' branding by offering promo!



Position your business as a comprehensive solution provider for both **printing and promotional needs**, attracting new clients and maximizing revenue opportunities.

Explore promo product options through ASI's ESP+ platform and start your journey.



Schedule a pressure-free conversation with an ASI membership expert or call (800) 546-1350.

