

# BIZPRINT: How One Founder Turned an Idea Into a Real Promo Business

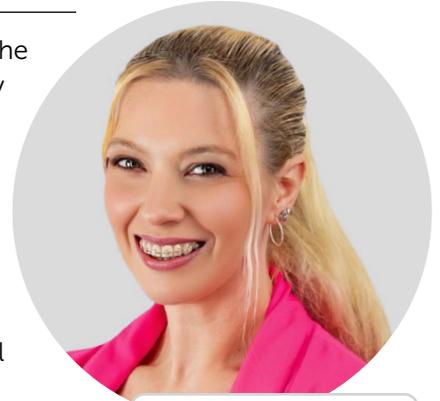
## STARTING FROM SCRATCH

When Kaleigh Landaeta decided to start her own promotional products business, she knew there would be no grace period. Every quote, every presentation and every product would either build trust – or cost it.

Founded in October 2025, **BizPrint US (asi/140788)** is a St. Augustine, Florida-based promotional products distributor. Serving contractors, roofers and growing small businesses, BizPrint helps companies look professional from day one with branded apparel, promotional items and custom solutions.

Kaleigh entered the promotional products industry after leaving a career in roofing, where she regularly helped contractors with branding, design and ordering apparel and swag. But one issue kept surfacing.

**“I was putting my name on products without being able to guarantee the quality,” Kaleigh said. “I didn’t like that feeling.”**



**BizPrint**<sup>US</sup>

Determined to take control, she planned to invest in her own production equipment, but quickly realized the cost and logistical barriers of owning a large-format printer. What started as a plan to bring production in-house became a search for a smarter way to deliver quality and credibility.

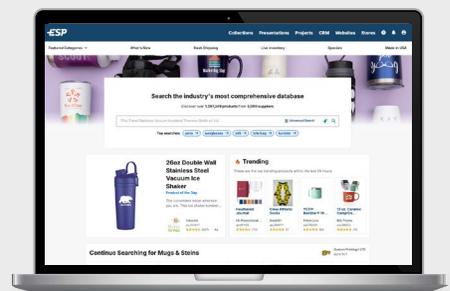
That search led her to ASI®.

## NO INVENTORY OR EQUIPMENT NEEDED? YES, PLEASE

While walking the floor at the PRINTING United Expo, Kaleigh stopped at the ASI booth and learned how she could join and build a promotional business without upfront inventory or equipment. What stood out immediately from ASI’s many membership benefits was access to the ESP+ platform.

“This checked every box for what I actually needed versus what I thought I wanted,” she said. “I realized I didn’t need \$100,000 to start. I could start right away.”

Kaleigh signed up immediately and began building BizPrint using ESP+. The platform’s speed, ease of use and depth of product data gave her the confidence to launch a new business in a new industry.



**“It’s almost easier to use than Google,” she said. “I can type in just a fraction of what I’m looking for and thousands of products show up instantly.”**

**“I didn’t want to just send screenshots or slap logos on images,” she explained. “I wanted clients to see what their brand would really look like.”**

## PROVIDING PROFESSIONALISM & RELIABILITY FROM DAY ONE

**As a new distributor, Kaleigh needed a way to:**

- Find products quickly and accurately
- Present options in a polished, professional way
- Build trust with customers and suppliers
- Compete credibly against established distributors

## ESP+: CENTRAL TO THE DAILY WORKFLOW

### Kaleigh uses ESP+ to:

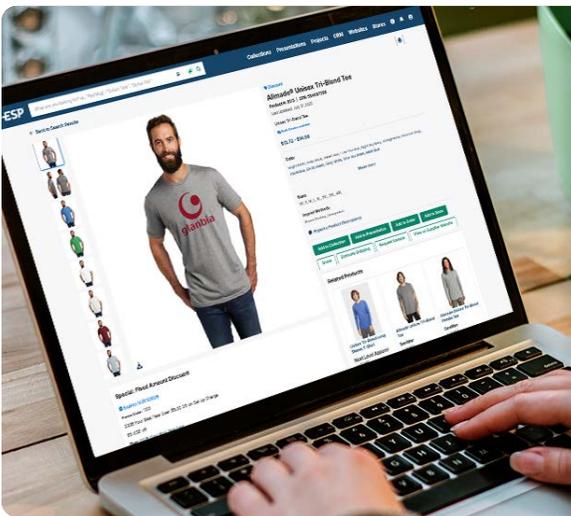
- Instantly search and filter products by size, material, shape or use case
- Automatically pull client logos into product mockups
- Create professional presentations and custom online stores in minutes
- Save favorite products in Collections for quick reuse
- Connect directly with vetted ASI supplier partners



When clients ask for ideas, Kaleigh can respond almost immediately.

In one case, a customer needed light-up cubes for a last-minute rooftop event. With a tight timeline and budget, Kaleigh searched ESP+, partnered with a supplier and built a custom online store within minutes.

*"They saw their logo, picked their option and placed the order."*



## BUILDING MOMENTUM – FAST

Within three months of launching BizPrint, ESP+ helped Kaleigh with:

- Faster response times for client requests
- Professional presentations that increase buyer confidence
- Strong supplier relationships built through ASI's vetted network
- A steady pipeline of new business driven by credibility and speed

*"It saves me time and makes me look professional from the start," she said. "I'm confident putting my name on what I source."*

## ESTABLISHING A PROFESSIONAL ONLINE PRESENCE

To further strengthen her brand, Kaleigh added an ESP+ Website and ESP+ Stores.

Before ASI, she owned her domain but didn't feel credible without a professional site. ASI helped build and launch a fully branded website connected to her existing domain, giving BizPrint an instant professional presence.

"I'm not just a girl at home with a craft unit. I want to be seen as a legitimate business-woman. An ESP+ Website launched my credibility fast."

Clients can now also browse products, request quotes or place orders through custom ESP+ Stores, creating a smoother buying experience while reducing manual work.



*"Just do it," she said to anyone considering the industry and joining ASI. "It costs less than a cup of coffee a day to be part of ASI and now it pays my bills – in less than three months. You get out of it what you put into it."*

## A LOOK AHEAD

For Kaleigh, ASI and ESP+ provided more than tools. They provided a foundation.

By centralizing product search, suppliers, presentations, websites and ordering into one platform, ESP+ allowed BizPrint to launch confidently, compete immediately and scale at its own pace.

**Explore how ASI can help your business grow like BizPrint.**

**Explore Now**

