

NEW 2019 EDITION



Partner
Prospectus



“ (Almost) everything you know is wrong

printing.com has been around for nearly twenty years.

It's natural for a business that's been in so many towns, has touched so many clients and has worked with so many designers, to have a reputation.

There's a reason we're trusted by tens of thousands of clients and over a hundred partners.

But sometimes people say stuff. Competitors make stuff up. We know. We've overheard them. They've a vested interest blocking you from becoming our partner.

Over the next few pages, we'd like to discuss a few things you might have heard. Some are true. Some are myths. Some previously might have been the case. Others are just hilariously ridiculous.

Maybe it's time to reset what you think printing.com is. And to ask whether your business could benefit from being part of our network.



“printing.com
is a franchise
model

STATUS: NO LONGER TRUE

There is some truth to this first one. Ten years ago, printing.com was available as a start-up franchise. That model was for a different time.

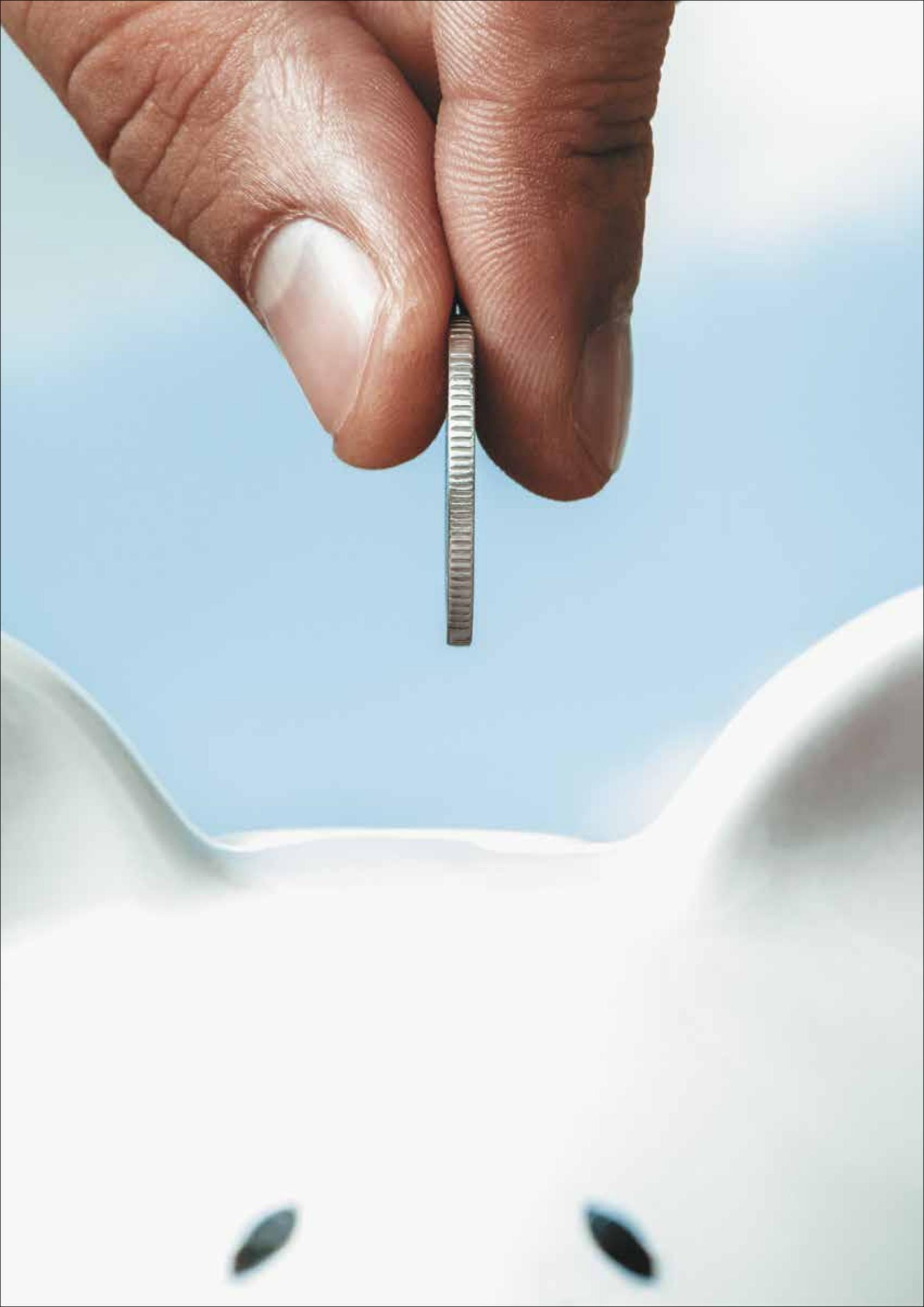
Today, we don't have franchisees. We have partners. They're on simple subscriptions and operating alongside their own existing brand.

We've taken all the restrictive things about being a franchisee and removed them.

And we've kept all the good things about being part of a branded network. Access an integrated supply chain and work with best-in-class software.

printing.com is simply a software subscription and a brand licence. It's like signing up to some cloud-based software and getting access to a massive library of brand marketing.

printing.com is exclusive. We only select one partner per town or city neighbourhood.



“You make low margins on the retail prices

STATUS: MYTH

We want our partners to make a healthy margin whilst selling at a competitive market rate.

The prices you see on the printing.com website are what our partners **sell at**. The gross margin they achieve on those prices varies depending on product, but is typically in the 40 - 60% range.

If you wish to sell to some clients at a lower price, you can, however, this commercial decision would achieve a lower gross margin on the print sale.



“ It’s a really long-term commitment

STATUS: MYTH

Sure, many printing.com partners have been with us 15 years or more. That’s because they choose to stay, not because they’re obliged to.

The initial contract is for just 36 months. But we’ll give you the option to leave at 18 months if it’s not working out for you.

In exchange for your commitment, we’ll give you geographic postcode exclusivity – we won’t put another printing.com in the same area as your business.

You’ll be our exclusive partner in your location.

We don’t hide the fact that we want to build a long term partnership with you. But we don’t achieve that with handcuffs.



“ It costs tens of thousands to setup

STATUS: MYTH

Nope. Becoming a printing.com partner is low-cost. In the past, you might have chosen to invest in a shopfit, with fancy desks. That's not necessary, although we do like to partner with neat and tidy businesses.

It costs from £299 per month to become a partner, with a one-time set-up fee of £2,995.

Your monthly fee gives you access to our cloud-based software for your whole studio team. Plus, you get unrestricted access to a huge archive of marketing collateral, which is updated with a new campaign every month.

Your set-up fee includes classroom training as well as bundle of marketing to get you started.

Partners have told us that they couldn't even employ someone part time to do all of the things that are included in their monthly subscription.



GONNARD
FISHING

“ I’ll have to
make an effort
to win business

STATUS: TRUE

You’ll get online orders from the printing.com website from your existing clients and any new clients who are in your postcode. You’ll also get enquiries and leads to follow up. We send thousands of leads a year to our partners.

To win clients outside your postcode simply include them in your recorded database and they’ll be directed back to you. You can win clients from anywhere, there is no restriction!

But. And this is an important “but.” printing.com is an outreach business. That means it’s our partners’ job to get out into the local business community and become known. It means being active and not passive.

It means taking the campaigns that we prepare centrally and distributing them in your neighbourhood. Sending direct mail and email campaigns. Following up enquiries and using our tools and training to go looking for business opportunities.

Our most successful partners know that the more effort they put in, the more they get out.

Museum
West

Church



printing.com



“ I need a big,
super fancy
retail location

STATUS: MYTH

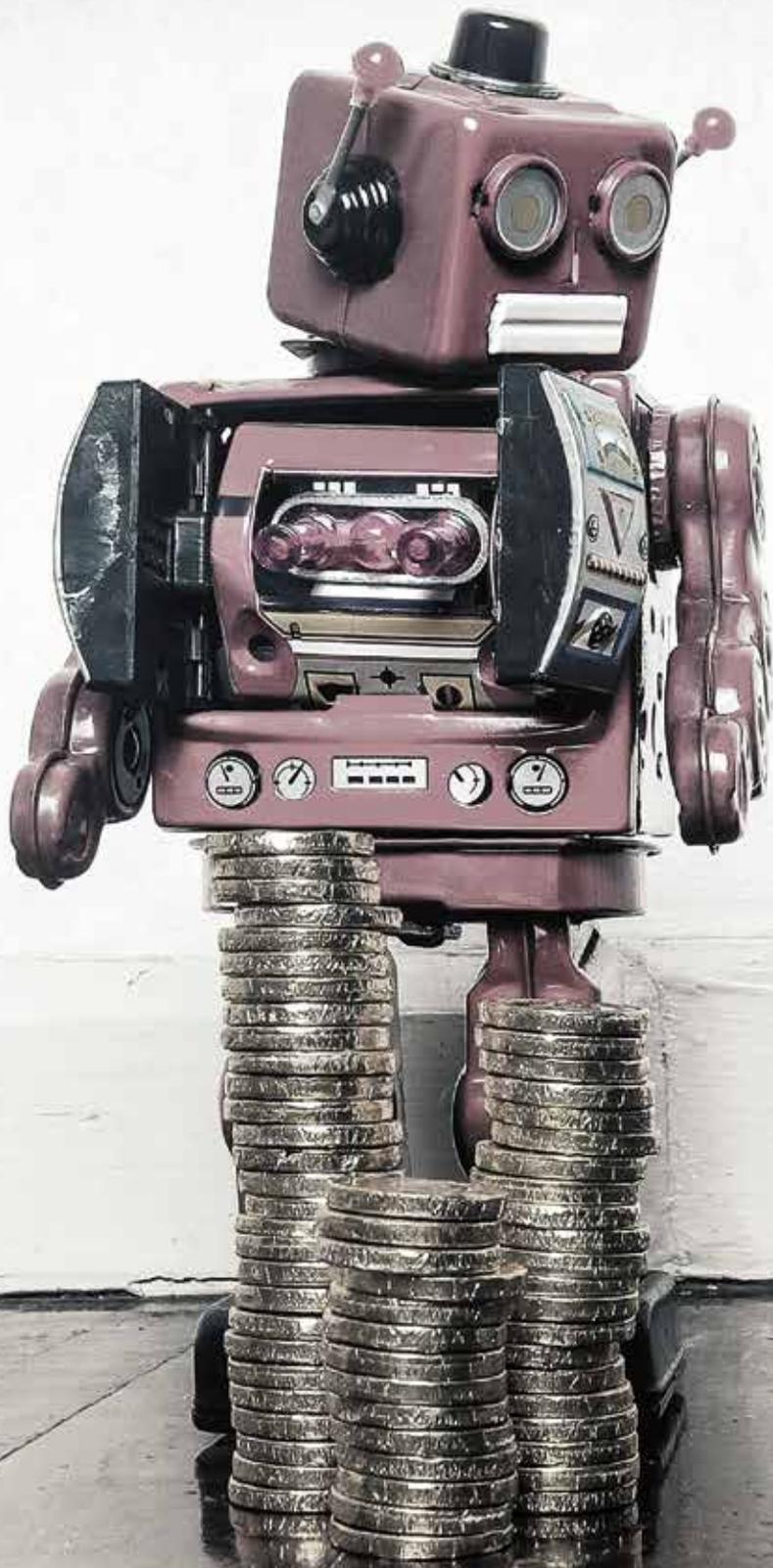
You might have driven past a high-profile printing.com store in another town. Or you might have seen some marketing with a big printing.com shop looking all fancy.

Having a retail location can be useful, but it's not essential.

In the past, our stores would be somewhere clients would visit to make payments, sign off artwork and pick up boxes. Now, most things can be done efficiently online and our systems are geared around making our processes simple and frictionless for clients.

Some of our most profitable partners trade from a business centre or co-working space.

Having a retail presence is useful as a 'billboard'. However, remember that we're an outreach business. So where you're based isn't as important as what you put into marketing to new and existing clients.



“ I’ll have to
pay you a hefty
sales royalty

STATUS: MYTH

We don’t take a share of your turnover. We don’t charge a sales royalty. We don’t take a cut of your margin.

Instead, we charge a fixed monthly fee from just £299. That covers your use of the system, access to marketing and our support.

We’ll hook you into our supply chain and list your business on the printing.com website.

Each product, from business cards through banners, envelopes to exhibition stands, brochures to booths, comes with low, fixed pricing. You buy at trade price and you sell to your clients at retail price. Typically, our partners achieve a gross profit of around 50%.



“printing.com studios don't do any web

STATUS: MYTH

If you don't do web, your relationship with your clients is at risk. That's the inconvenient truth.

Clients are increasingly prioritising their website spend ahead of print. Win the web, and print comes with it. Allow your client to go somewhere else for their website, and they may not come back.

If you've tried designing websites before and found it a faff, maybe we can help.

As a partner, you get access to Brambl. A drag 'n' drop website design tool. If you can Photoshop, now you can web. Build sites free of charge using Brambl. When the client is ready to go live with their site, you charge them and pay a deployment fee.

Brambl isn't just for brochure sites – it handles ecommerce effortlessly and is brilliant with booking systems.

Try it out at brambl.com.



“ I get to choose
where the
printing.com
tattoo goes

STATUS: TRUE

You have total freedom on where you put a printing.com tattoo. Your arm, your ankle, discreetly above your buttock. Your body, your choice.

If tattoos aren't your thing, also fine.

And it's the same with printing.com branding. You can choose to cover your shop front in printing.com branding, or discreetly say you're a printing.com partner.

Use as much, or as little of the printing.com brand as you want. It doesn't replace your business identity – it works with it.

We're very proud of our brand and marketing collateral, so we don't offer it 'white label' to anyone. Only our partners can use it and nobody is allowed to pass it off as their own.



“printing.com
makes you more
efficient

STATUS: TRUE

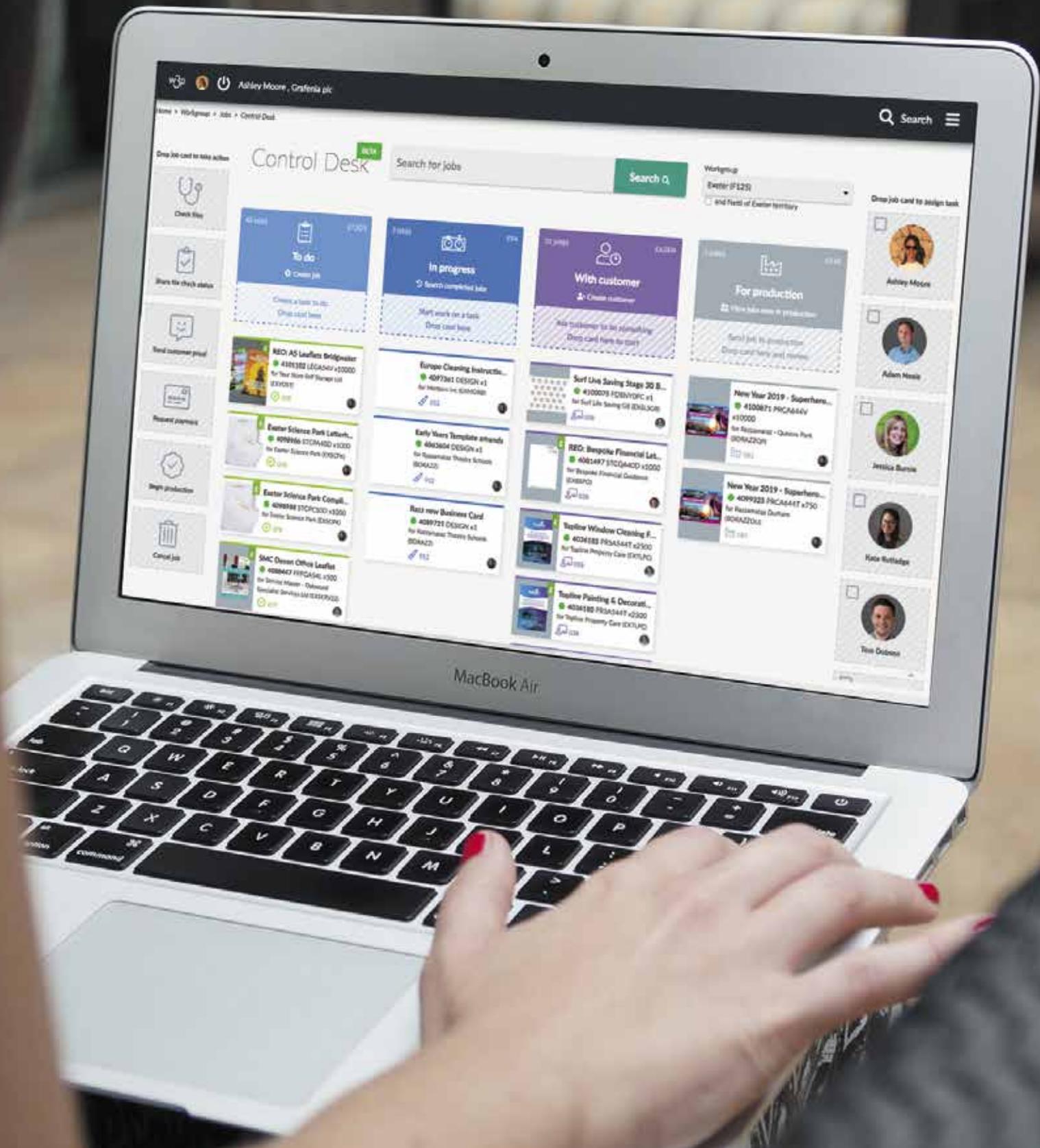
One word that's guaranteed to send you to sleep is 'workflow'. But businesses spend a fortune on software to optimise their processes and systems.

As a partner, you get w3p included. We don't call it workflow (boring, obvs). But that's what it is – it's a total cloud-based software system, built entirely to help you run your studio.

It's designed to handle hundreds of jobs in progress at the same time, all at different parts of the lifecycle.

It helps you keep track. Use it to allocate work to team members and monitor the performance of your business.

It's the 'back-office' which works seamlessly with the printing.com website and client portals.



Control Desk

Search for jobs Search

- Drop job card to take action
- Check file
- Share to check status
- Send customer proof
- Recent payments
- Sign production
- Cancel job

To do	In progress	With customer	For production
<p>410000</p> <p>To do</p> <p>410000</p> <p>Check a task to do. Drop card here</p> <p>REC: AS Leafless Bridgwater 4100102 LEGASIV x1000 for Year Nine Off Market till EXHIBIT</p> <p>REC: Science Park Letterh... 4099106 STORASD x1000 for Science Park (2020)</p> <p>REC: Science Park Connell... 4099108 STORASD x1000 for Science Park (2020)</p> <p>SMC Desert Office Leaflet 4098447 FFGASL x100 for Service Hub - Oldham Template Services SM (2020)</p>	<p>410000</p> <p>In progress</p> <p>410000</p> <p>Start work on a task. Drop card here</p> <p>Europe Cleaning Instructi... 4097261 DESIGN x1 for Heston Inc. (2020)</p> <p>Early Years Template exte... 4093004 DESIGN x1 for Rossmore Primary School BONAZZ</p> <p>Real new Business Card 4097721 DESIGN x1 for Rossmore Primary School BONAZZ</p>	<p>410000</p> <p>With customer</p> <p>410000</p> <p>Add customer to be working. Drop card here to start</p> <p>Surf Life Saving Stage 30 B... 4100009 FDBVYDFC x1 for Surf Life Saving GE (2020)</p> <p>REC: Bespoke Financial Let... 4081497 STORASD x1000 for Bespoke Financial Customers EXHIBIT</p> <p>Yellow Window Cleaning F... 4034188 FFGASL x2500 for Yellow Property Care (2020)</p> <p>Yellow Painting & Decorati... 4034188 FFGASL x2500 for Yellow Property Care (2020)</p>	<p>410000</p> <p>For production</p> <p>410000</p> <p>Send job to production. Drop card here and review</p> <p>New Year 2019 - Superher... 4100071 FFGASL x1000 for Restaurant - Queens Park BONAZZ</p> <p>New Year 2019 - Superher... 4099323 FFGASL x750 for Restaurant Duffryn BONAZZ</p>

- Drop job card to assign task
- Ashley Moore
 - Adam Neale
 - Jessica Burke
 - Kate Rutledge
 - Tom Dalton

MacBook Air

“ I’ll spend
all my time
processing low
value orders

STATUS: SOME TRUTH

It’s true that clients are attracted to printing.com’s low prices. It’s also true that there are some low-value products in our range – the things which clients buy regularly.

However, our range is diverse. It includes a mix of premium quality items from across the promotional spectrum. For every client who wants a set of business cards, there’s another buying a fabric meeting booth or spot gloss folder.

The trick to processing lots of orders is to do it efficiently. That’s where our w3p software comes in. w3p takes care of many steps in the order cycle which your team might be doing manually today. From auto payment, file check, proofing and invoicing, each part of the process is streamlined.

Automation means you can spend more time on things that add value. Like creative and design. Or winning more clients.



“ You’ll help me
to grow
my business

STATUS: TRUE

Our success depends on your success.

We aren’t your supplier. You aren’t our customer.

We’re partners. We’re in this together.

Becoming a printing.com partner adds credibility to your business and the strength of a national brand.

We want you to make the most of our relationship, so when you sign up, you’ll be assigned to our launch team. Their job is to get you off to a flying start.

We’ll train you in one of our regional classrooms on different topics across sales, design for production and technology.

And we’ll provide marketing collateral and monthly campaigns to help you win new business and sell more to existing clients.

Then it’s up to you to make it happen.

An aerial photograph of a dense city skyline, likely New York City, taken during the "golden hour" of sunset. The sky is filled with soft, orange and pink clouds, and the sun is low on the horizon, creating a warm glow over the buildings. The buildings are a mix of heights and colors, with some showing signs of autumn foliage. In the center of the image, a white rectangular box is overlaid, containing the logo for printing.com. The logo consists of a blue circle with a gap at the top, and the text "[printing.com]" in a sans-serif font. The word "printing" is in blue, and ".com" is in pink. A registered trademark symbol (®) is located to the right of the text.

[printing.com[®]

“printing.com
only works in
big cities

STATUS: MYTH

Some of our most successful partners are in smaller towns.

Where you are based and your territory isn't the main factor.

When we're allocating territories, we do it based on business density. If you're in a city centre, your exclusive territory may be a few city blocks. In the countryside, your territory might be a few hundred square miles.

It's all about using the marketing, online presence and allowing clients from far and wide hear about you. Remember, printing.com is an outreach business.

A black business card with gold foil accents is lying on a sandy beach. The card features a large gold semi-circle on the left side and a smaller gold semi-circle on the right side. The text 'guy whitney' is printed in a white, lowercase, sans-serif font, with 'guy' in a smaller size than 'whitney'. Below 'whitney', the words 'designer goldsmith' are printed in a smaller, white, lowercase, sans-serif font. The background is a blurred beach scene with a blue sky and ocean waves.

guy **whitney**
designer goldsmith

“ I can buy cheaper than the price on the printing.com site

STATUS: TRUE

Yes you can. You're a professional buyer. The prices on the printing.com website and marketing are for end clients. They are the price you **sell** to your clients.

You **buy** at a "wholesale" price from us. This is typically around 40-60% of the price clients are charged. The difference is your retail margin.

The printing.com product range is the broadest in the country. We have multiple options across print, display and promo items. And we constantly check our prices and service level is competitive with other trade suppliers.

Remember that our prices are for guaranteed turnaround. They're not approximate or a "we'll try our best" service. If we fail to despatch on time, you get your money back.



“ I have to buy everything from the printing.com production hub

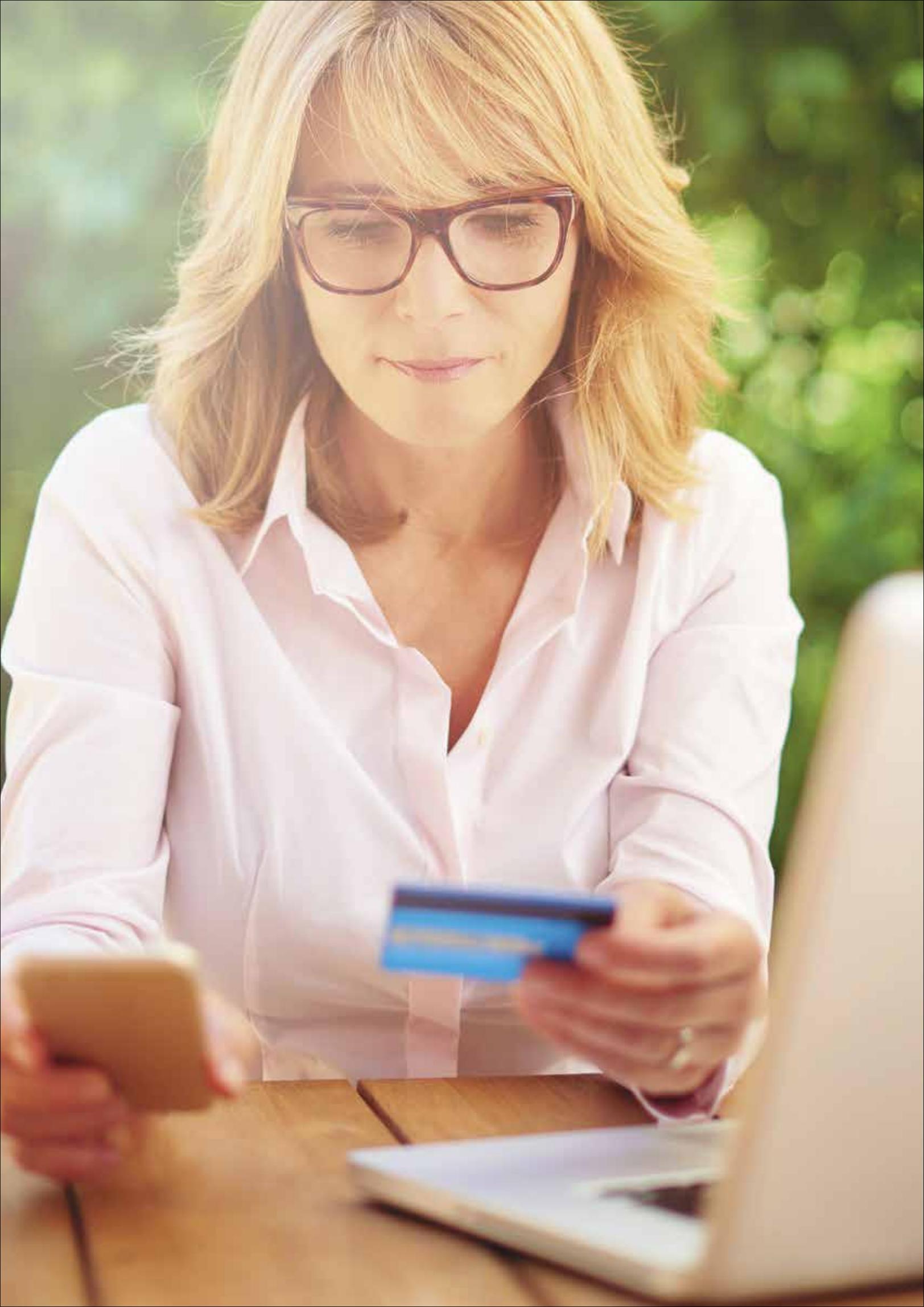
STATUS: MYTH

If a client is ordering and expecting a printing.com product then, of course it's only reasonable that it needs to be fulfilled by our hub.

However, if you have your own in-house production, then you can sell your own print products to your clients. Use w3p's production workflow tools to make the process more efficient if you want to.

You can even list your own products on the printing.com website, so once your clients are signed in, they can buy easily.

It's even possible to use w3p to connect your suppliers to your studio. You can automatically route specialist products directly to your suppliers.



“ Everybody
buys their
printing
online now

STATUS: MYTH

As a professional print buyer, you probably buy almost all of your print online. This part of the market has moved online.

There's differing views on precisely how much print is bought online. Some think it's around 15%. Which means that 85% is still bought offline.

Will more print go online in the future? Sure. And you can use our online ordering, payment and shopping basket tools to make it easy for your clients.

But why hasn't the other 85% moved yet? There's no doubt more will move online as clients become more comfortable in purchasing this way.

However, clients need help with design. And ideas. And creative.

printing.com partners provide clients with clever ideas. They take care of design and file supply for even the most complicated projects. We provide clients with an experience which makes their life easier.

That's why we insist that printing.com partners have in-house design capability.

printing.com

OUR PRINT
5 411333

“ I have to totally rebrand my business to printing.com

STATUS: MYTH

You've probably spent a lot of effort becoming famous in your local community.

When you partner with us, we don't ask you to lose your name or rebrand as printing.com. We 'co-brand' printing.com with yours. That means you 'bolt-on' printing.com to your existing business and keep your name.

Some partners go full frontal and fit out their studios in blue, cyan and magenta. That's great, but it's not required.

Use as much or as little printing.com marketing as you like. But let's be clear, printing.com is not white label. You can't pretend that our campaigns are your own. So if you're thinking about swapping the printing.com logo on marketing and popping on your own, sorry, that's not an option.

If you want to exclusively use your own brand and keep printing.com a secret, talk to us about our white label software and supply chain options. You may prefer to order print and promotional items at www.marqetspace.com instead, although our printing.com partners get lower prices.



“printing.com
is just for
smaller clients

STATUS: MYTH

We built our w3p web-2-print software for those clients who want their own online portal, editable templates and digital asset stores.

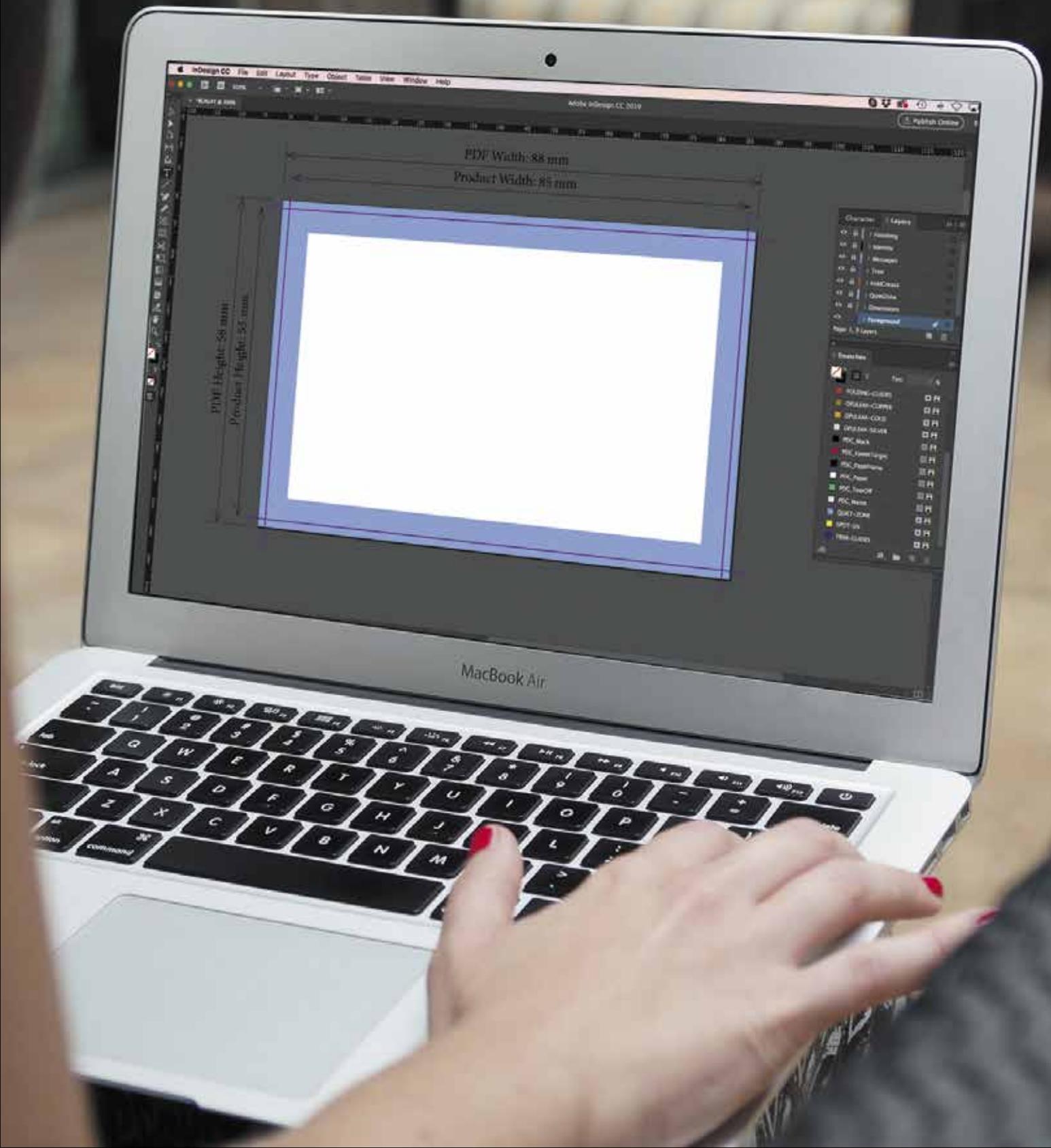
Everyone is pushed for time. We're all up against deadlines. We don't all work office hours and many of us have more than one job.

That's why we think it's important to be flexible. That means working the way our clients want to work.

We often hear a printer saying how proud they are of the personal service they deliver. And rightly so, but to keep clients it's about more than that. Clients want personal service but they also want convenience and efficiency.

Often, self-service is actually viewed as a benefit to certain people. Give clients the online tools they want. Whether that's editing an online template or uploading a print ready file. Automatically checking their artwork doesn't fall into the quiet zone. Approving a proof or sharing their files and images. Letting them pay online, with their saved card. Or checking their order history and making reorders.

Build client portals in minutes, beautifully styled in their brand. We think that helps turn good clients into great clients who'll stick with you.



“ I have to design everything in Adobe Creative Suite

STATUS: MYTH

Most of our partners use Adobe Creative Suite to prepare graphic files for print.

If you have a different application preference, that's fine. We just need PDF files for print.

Whilst being able to use Creative Suite isn't a requirement, we do recommend it. That's because our system generates InDesign templates automatically, for every product in our range. From simple business cards, to complex folded brochures and enormous fabric displays.

Starting from a template saves your designer's time. And increases the certainty that every job will be right first time.

Create a job, choose a product, download an InDesign template already set up and get to work.

“ Ready to do this?

If you operate a graphics business, you're half way to becoming a printing.com partner.

The next step is to see the printing.com system in action. We can do that remotely.

To arrange a demo or ask questions, email licence@printing.com or call **0161 848 5717**.

Your subscription is based on the number of businesses in your area.

	Neighbourhood	Village
No. of businesses*	0 - 500	501 - 1,000
Rights to use printing.com brand	✓	✓
Keep your own brand	✓	✓
Geographic exclusivity	✓	✓
Sell own products offline	✓	✓
Sell own products on printing.com	✓	✓
Listing on printing.com directory	✓	✓
0800 routing and call centre	✓	✓
Telephone support	✓	✓
Dedicated Support Team	✓	✓
Exclusivity by postcode	✓	✓
Monthly automail commitment	recommended	recommended
Sell designer templates	✓	✓
Create client templates	✓	✓
Clients sign in and order at printing.com	✓	✓
Extra client-branded portals	5	5
Brambl licence	✓	✓
System fee for own products	£0.99	£0.99
Initial fee	£2,995	£2,995
Monthly fee year 1	£299	£299
Monthly fee year 2	£319	£339
Monthly fee year 3 onward	£349	£369
Minimum term	18 months	18 months

Prices exclude VAT and are subject to change. A subscription is required and acceptance is subject to status.
*At time of publishing prospectus.

Town	District	City	Metropolitan
1,001 - 2,500	2,501 - 5,000	5,001 - 10,000	10,001 - 25,000
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
recommended	recommended	required	required
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
10	10	25	50
✓	✓	✓	✓
£0.99	£0.99	£0.99	£0.99
£2,995	£2,995	£2,995	£2,995
£299	£349	£399	£449
£349	£399	£449	£499
£399	£449	£499	£549
18 months	18 months	24 months	24 months

Third Avenue, The Village, Trafford Park, Manchester M17 1FG

printing.com is a trading style of Grafenia plc
 Grafenia plc is registered in England and Wales under number 03983312
 Registered office: Third Avenue, The Village, Trafford Park, Manchester M17 1FG. VAT Registration No. GB 764 5390 08



Third Avenue | The Village | Trafford Park
Manchester M17 1FG

call **0161 848 5717**

or email **licence@printing.com**

www.printing.com