



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.



GONN B  
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**

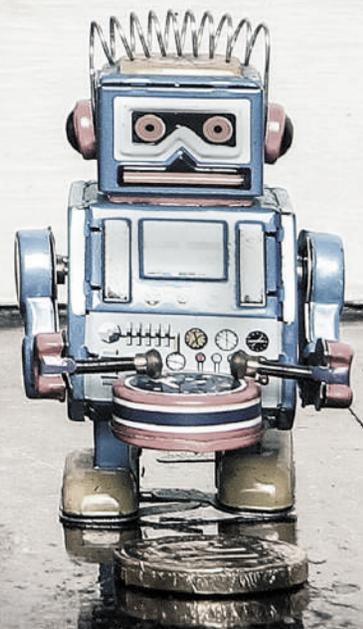
You might have driven past a high-profile printing.com store in another town. Or you might have seen some marketing with a big printing.com shop looking all fancy.

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](https://www.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](https://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.

Home > Workgroup > Jobs > Control Desk

# Control Desk

Search for jobs  Search

Workgroup: Exeter (F125)  
 and Nestl of Exeter territory

Drop job card to take action

- Check files
- Share file check status
- Send customer proof
- Request payment
- Begin production
- Cancel job

Drop job card to assign task

- Ashley Moore
- Adam Neale
- Jessica Burnie
- Kate Rutledge
- Tom Dobson

Category	Count	Jobs	Value
To do	43	0 jobs	£7,323
In progress	3	3 jobs	£94
With customer	3	3 jobs	£6,004
For production	2	2 jobs	£199

Job ID	Description	Value
43101102 LEGAS4V x1000	REC: AS Leaflets Bridgwater for Your Store Self Storage Ltd (EXYOST)	£78
4097361 DESIGN x1	Europe Cleaning Instructio... for Merbers Inc (EXHOIB)	£92
4100075 FDSNYVFC x1	Surf Life Saving Stage 20 B... for Surf Life Saving GB (EXSLIGB)	£18
4100871 PRCA644V x10000	New Year 2019 - Superhero... for Razzanataz - Queens Park (BDRAZZQP)	£81
4091497 STCQ440D x1000	REC: Bespoke Financial Let... for Bespoke Financial Culture: (EXBSFC)	£18
4091986 STCPA40D x1000	Exeter Science Park Lett... for Exeter Science Park (EXSCPN)	£78
4091986 STCPA40D x1000	Exeter Science Park Camp... for Exeter Science Park (EXSCPN)	£78
4089721 DESIGN x1	Early Years Template amends for Razzanataz Theatre Schools (BDRAZZ)	£92
4036185 PRSA544T x2500	Topline Window Cleaning F... for Topline Property Care (EXTLPC)	£18
408447 PFFGAS4L x100	SMC Devon Office Leaflet for Service Master - Oakwood Specialist Services Ltd (EXSRV23)	£77
4036185 PRSA544T x2500	Topline Painting & Decorati... for Topline Property Care (EXTLPC)	£18

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 city skyline at sunset. The sky is filled with soft, colorful clouds in shades of orange, pink, and blue. The city below is a dense collection of skyscrapers and buildings, with some in sharp focus and others blurred in the background. A large, semi-transparent white rectangle is overlaid on the center of the image, containing the logo for printing.com. The logo consists of a blue circle with a white outline, and the text 'printing.com' in a bold, sans-serif font. The word 'printing' is blue, and '.com' is pink. A registered trademark symbol (®) is located to the right of the text.

[printing.com<sup>®</sup>

“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 partially buried in sand on a beach. The card features a large gold circle on the left side. The text on the card is printed in white and gold. The background is a blurred view of the ocean and sky.

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

5 411333  
UR PRINT

“ 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](http://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.

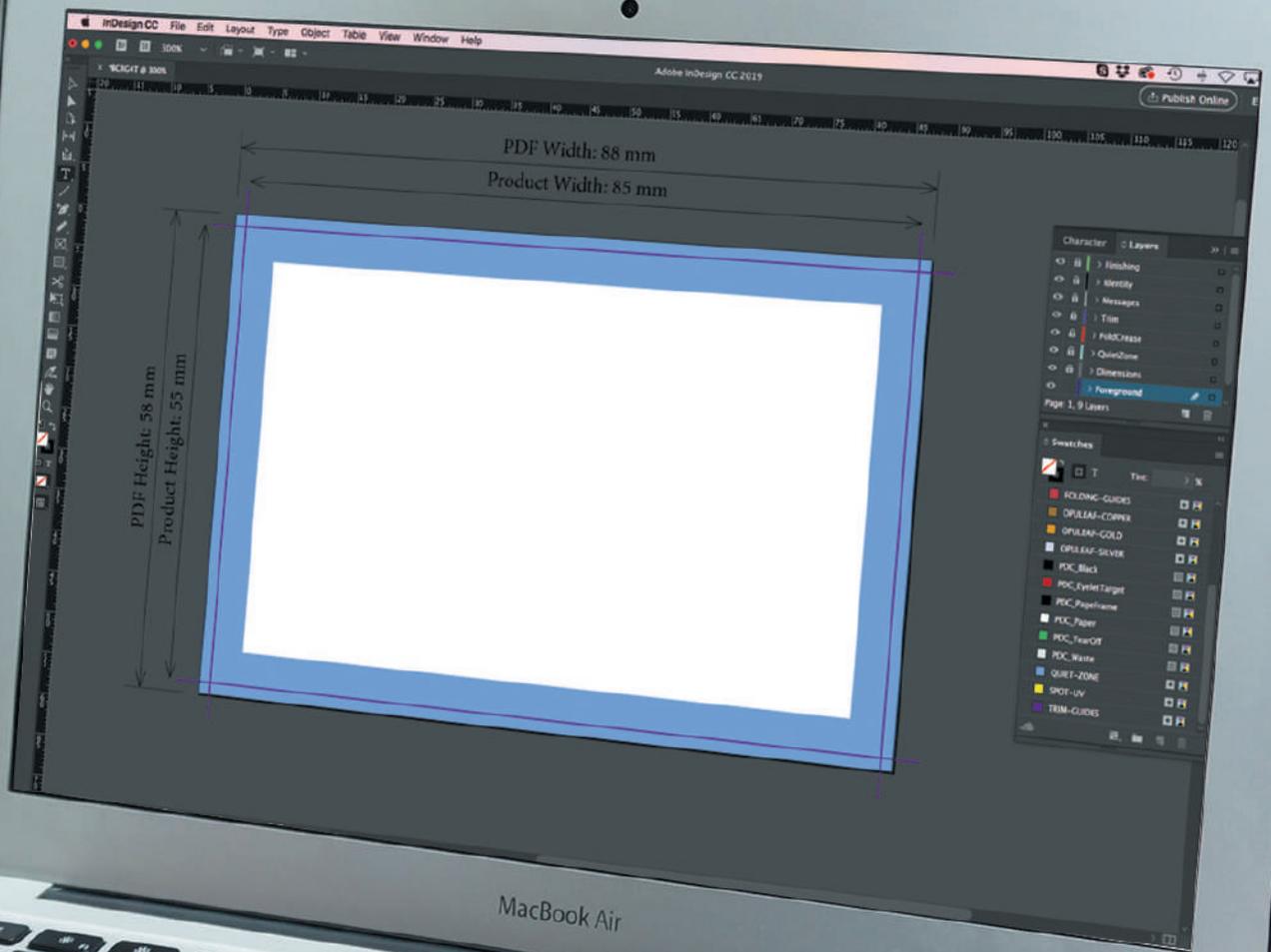
Everyone is pushed for time. We're all up against deadlines. We don't all work office hours and many of us have more than one job.

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](mailto:licence@printing.com) or call **0800 211 8060**.

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

	Neighbourhood	Town
No. of businesses*	0 - 500	501 - 2,500
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	10
Brambl licence	✓	✓
System fee for own products	£0.99	£0.99
Initial fee	<b>£2,995</b>	<b>£2,995</b>
Monthly fee <b>year 1</b>	<b>£299</b>	<b>£399</b>
Monthly fee <b>year 2</b>	<b>£349</b>	<b>£449</b>
Monthly fee <b>year 3 onward</b>	<b>£399</b>	<b>£499</b>
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.

District	City
2,501 - 5,000	5,001 - 10,000
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓
recommended	recommended
✓	✓
✓	✓
✓	✓
10	25
✓	✓
£0.99	£0.99
<b>£2,995</b>	<b>£2,995</b>
<b>£499</b>	<b>£599</b>
<b>£549</b>	<b>£649</b>
<b>£599</b>	<b>£699</b>
18 months	24 months

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

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 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 **0800 211 8060**

or email **licence@printing.com**

**www.printing.com**