

When Commercial Printing Becomes Unmanageable

The most likely root causes of your print management headaches and ways to fix them long-term



The main reasons print projects can become inefficient

You might have reached the point when managing printing yourself becomes a burden.

There are several reasons for this.

1.

You're using the wrong print provider for the job specification

The print industry is very diverse. There are many different types of print, and each is a specialised sector in itself.

Each requires different machinery, equipment, processes and training. Of course, this is very expensive and leads print companies to specialise in one type or another.

Understanding this is key. There is one inescapable fact to remember: no single printing press can be the best match for every type of job.





2.

You lack long-term relationships with print suppliers

If you find customer service is lacking, switching between printers too frequently might be the reason.

Commercial printers are used to prospects shopping around, moving their work from press to press. And for the printer, the short-term client will always come 2nd to any long-term client. If you're not a stable source of work, you might have fallen down their list of priorities.

**Note - Points 1 and 2 present a clear conflict of interest. Solving one problem can cause another.*

3.

You lack the buying power to negotiate favourable rates

Many companies are caught in a chasm; when the volumes of print they require are large enough to give them a headache, yet too small to be important a commercial printer.

You may feel your business is undervalued, or even unwanted. If your total spend isn't sizeable in the eyes of the printer, you'll have a difficult time negotiating. That includes everything from rates to timelines.



4.

Your print specifications don't match your priorities

Just as you can choose the wrong tools for the job (see Point 1), you can also design print jobs that aren't right for your goals.

Like any industry, print has a language of its own, filled with terminology that no outsider can understand. This matters a great deal when planning your print budget. The print specifications you set need to reflect your priorities. They impact everything from cost to durability. They influence the look and feel just as much as the design.

Setting the right specification is a question of balancing those (very often competing) priorities. To do that you'll need a print buyer who is very familiar with the subject and experienced enough to make the most of your budget.



How to overcome these obstacles

We believe there are 2 ways you can solve these problems reasonably:

Hire in-house print manager

You can hire an in-house employee who specialises in professional print procurement. They should assist in planning the print specification and source the correct suppliers for the job. They would be responsible for negotiating with printers and purchasing your print material. For this to be done consistently and reliably, they will need to nurture strong relationships with your suppliers.

All of this requires a great deal of experience in the print industry. Priorities constantly clash with one another. For example, you need to negotiate hard to control costs, but can't afford to damage relationships and risk your supply chain. An employee with the right experience will be at home walking such a tightrope.

'These 2 options we believe are the only practical solutions for organisations with growing print demands.'



PRINTHUB



Connect with suppliers via PRINTHUB

1. We use the right partner. Our suppliers are ISO certified. They operate state-of-the-art factories and have a wealth of equipment. Each has its own strengths and weaknesses. PRINTHUB directs your work to the most suitable, on a project-by-project basis.

2. We have long-term relationships. We've printed material in Dubai for decades, and have long-established, rock-solid connections. Each supplier has been vetted and approved by our most senior management. These relationships are built upon years of transacting honourably and efficiently. For you, they translate into dependable, 1st-class service - the "red-carpet treatment."

3. We have bulk buying power. As an international print management firm, we place large amounts of work (for UNICEF education programs, in-flight catalogues for airlines...). We've delivered vast amounts of print to 27 countries, all from a select group of suppliers in Dubai. For you, that means better value for money. Negotiation is a strategic conflict. Our bulk buying power delivers maximum value: fair pricing and far better service.

4. We propose suitable print specifications and provide advice during the planning stages. This is very different to consulting a printer. Sales people are there to fill the press with work. So their independence is arguably hampered by the fact that they need to keep their presses running 80%+ capacity to make a profit. PRINTHUB is fully independent and not beholden to any printer or partner. Your needs are considered first and foremost. Your work is our work. Our own studio in the UK checks your artwork files are press-ready, for extra quality control. We check twice and print once.

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