



OUTSOURCE AND GROW YOUR BUSINESS!

A guide to wholesale and trade printing for print resellers



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For many independent business owners, procurement professionals, designers, and creative directors, choosing to outsource some or all of their work can feel counterintuitive. But it's really just that—a feeling. For many companies or business professionals, especially print resellers, outsourcing is the key to growing sales, market share, and profits!

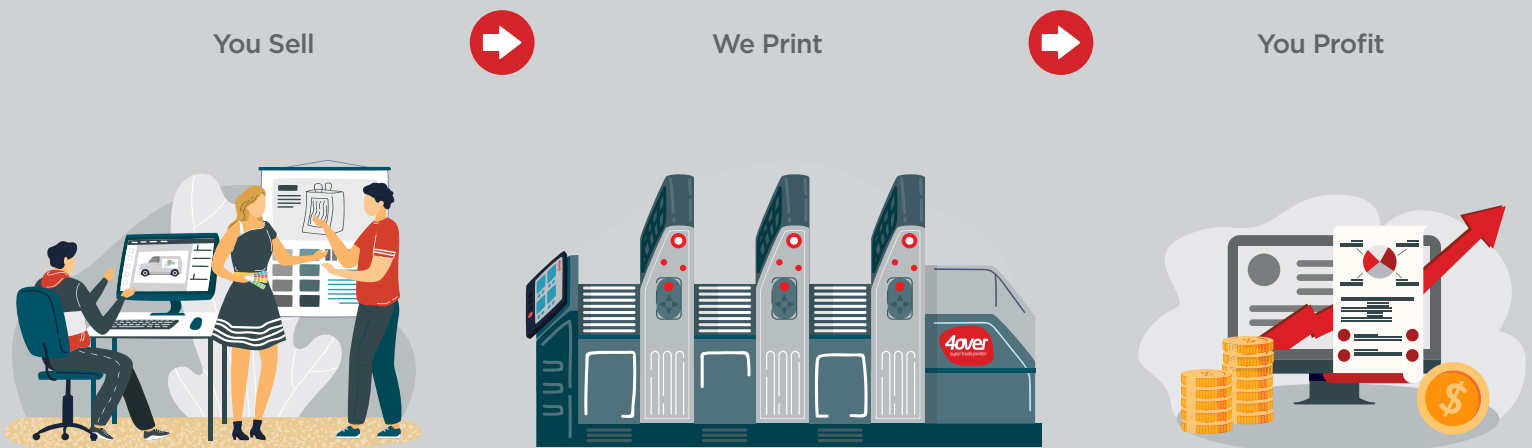
In this e-book, we'll show you how outsourcing can save you money on equipment, stock, staff, and training so you can grow your profits exponentially. Sound good to you? Read on!

■ What is outsourcing?

Outsourcing is simply sourcing a product or service from an outside supplier rather than internal resources.

What does outsourcing look like in the print industry?

In the case of print, outsourcing looks like this—a small print shop, print reseller, or print broker sells a product or service to a customer. The product that the customer selected is not a product that can be produced in-house, so the printer, or designer or agency, will partner with an outside source (in this case, a trade printer) to procure the stock, production, packaging, and sometimes even delivery. That printer or agency is effectively a “print reseller” now. Print resellers, then, wouldn’t need to have all the resources to complete the job—they can outsource the work to get the job done.



Do all print resellers outsource to trade printers?

Most of them do. It’s the easiest, quickest, and most cost-effective way to offer a wide range of products without raising overhead or workload.

Which print projects do print resellers outsource?

Some print resellers outsource everything, and some outsource everything except for low-volume projects. That way, they don't have to invest in inventory, warehouse space, expensive equipment, hiring specialized employees, and training. Others may focus on outsourcing specialty products like large format printing or promotional products if they wish to have a niche. It really depends on the needs of the print reseller and the market they serve.

Whether print resellers want to outsource a little or a lot, they might like to have an idea of the types of print projects that can easily be outsourced. That's why we've included this abbreviated product list.



Invitations and stationery: everything from greeting cards and announcement cards to business cards, letterheads, and envelopes.



Large format: signs and banners, in addition to specialty products like clear acrylic and aluminum dye sublimation.



Marketing materials: flyers and brochures, booklets, brochures, and catalogs.



Promotional products: pens, hats, tote bags, and more!



Packaging: stickers, roll labels, hang tags, cube boxes, pillow boxes, and more!



We also have premium finishes like cold foil, suede laminates, raised foil, painted edge, and more!



Why would a print reseller opt to outsource rather than grow their own capabilities?

There are many reasons a print reseller might outsource to a trade printer rather than expand their own capabilities. Every print reseller has their reasons but taken as a whole, they point out that outsourcing makes sense from a business perspective.

Print resellers can:

- Expand product offerings
- Serve more customers
- Grow their business
- Increase revenue

Most importantly, outsourcing means that print resellers can grow their business without having to make an initial investment in equipment, inventory, or people. Trade printers like 4over take on that cost so they can focus on their customers.

Outsourcing sounds like a great option, but it's my name that's on the line. How do I know who to trust when finding a trade printing partner?

That's a great question. Here are the top four most important things to consider when choosing a trade printer for outsourcing needs.

1 Quality and Reliability

Customers expect their print reseller to provide them with quality and reliability. Any trade printing partner will need to meet or exceed a print reseller's own capabilities in this area. To get a sense of a potential trade print partner's quality of work and capabilities, we recommend requesting free samples or placing a trial order. This "test run" order can help confirm whether or not they will deliver a quality, timely product.

2 Product Offering

This is one of the main reasons most print resellers explore outsourcing in the first place—they want to offer their customers the widest, most up-to-date products possible. If that sounds like you, then you'll want to find a wholesale or trade printer who invests in new stocks and technologies, stays on top of trending promo products, and keeps their finger on the pulse of the print industry. In order to know if your potential print partner offers everything your customers want, we recommend taking time to do some market research before comparing product offerings. After all, an extensive product list does you no good if it's not packed with things your customers want to buy!



3 Printing Expertise and Capabilities

Just like print resellers, wholesalers and trade printers have different values, areas of expertise, and capabilities. If you're like most print resellers, you'll want to outsource to someone who shares your business values but exceeds your expertise and capabilities. That's the secret to giving your customers the service they expect while adding the options and quality that exceed their expectations.

To see if a trade printer has the qualifications you need, ask questions about how long they have been in business, as well as what products and services they offer. You can also ask about their production volume. The answers should give you an idea of whether or not they offer the expertise and capabilities you need.

4 Shipping and Production Options

Some projects require a fast turnaround. Others don't. When placing your order, always check to see what options your potential print partner offers and if that suits your customers' needs.

How does 4over rate in these categories?

We're so glad you asked! Here's a quick rundown of our capabilities, practices, and customer service standards in each area.

1 Quality and Reliability

Our print production facilities, based in the U.S., are staffed by print professionals and feature state-of-the-art equipment. They've allowed us to establish a proven track record of product consistency and innovation powered by operational excellence. We have historically maintained an on-time shipping record at a consistent rate of 95%-97%. Our products are shipped from six different geographic regions to provide for some of the quickest production facilities to final destination shipments in the industry. We maintain some of the lowest rework rates in the industry and have several processes in place to ensure continuity of color, substrate specifications, and repeatability throughout all of our locations. We are G7 color certified across various printing platforms (offset and digital printing). Our print experts are trained to verify that quality standards are met from file processing to press, cutting, finishing, and shipping. Up to 99% of our work completes the production process and is shipped without the need for rework or alterations.

2 Product Offering

4over offers a broad range of in-demand offset, digital, promotional products, and large format printed products, with a wide variety of production turnaround and shipping options, but that's not all. We constantly assess upgrades to our technology and processes to give you better products and services. We currently offer more than 10,000 products, 80 stocks, and 50+ unique finishes—in addition to a wide-range selection of sign substrates, and adhesive graphics. We also stay on top of innovations, trends, and best-sellers. You don't have to take the risk of investing in new offerings because 4over does it for you!

Did you know?

90% of print resellers who were surveyed stated they are satisfied with 4over's quality.



Source: TechValidate survey of 718 users of 4over

✓ Validated

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4over
super food printer

3 Printing Expertise and Capabilities

At 4over, we are the industry leader for print resellers and a go-to choice for graphics art communication professionals and printing professionals. With state-of-the-art print production facilities, we have established a tradition of product consistency and innovation powered by operational excellence. Because we invest in top-of-the-line equipment, we are able to maintain a robust pipeline of new product introductions brought to the market from six locations across the U.S. In short, you can expand the breadth of your product offering by trusting us with your print projects while keeping your core competencies in-house.

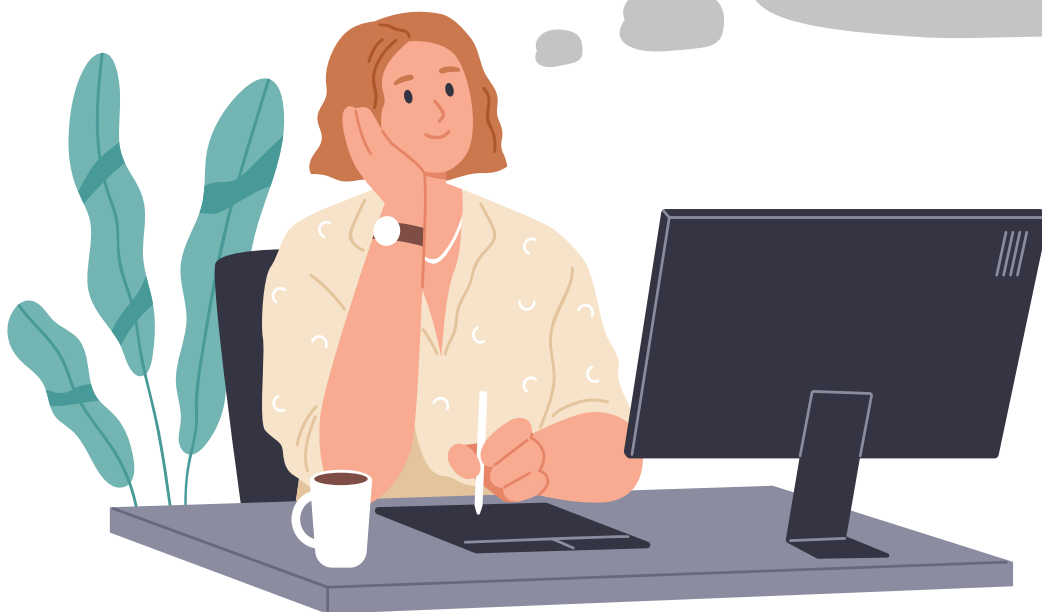
4 Shipping and Production Options

Affordable and reliable shipping is of paramount importance when it comes to on-time delivery, so you'll be glad to know we are working with the International Safe Transit Association (ISTA) to test how packages should perform in the transportation environment—and make upgrades where indicated.

We can also save you time—and hassle—by blind-shipping directly to your customers—and, because we ship at such a high volume, we are allowed to provide better shipping rates. We offer an impressive range of quick turnaround times on all of our products. Turnaround times vary from product to product, but we're always available to talk timing with you so you can set expectations with customers and keep things running smoothly.

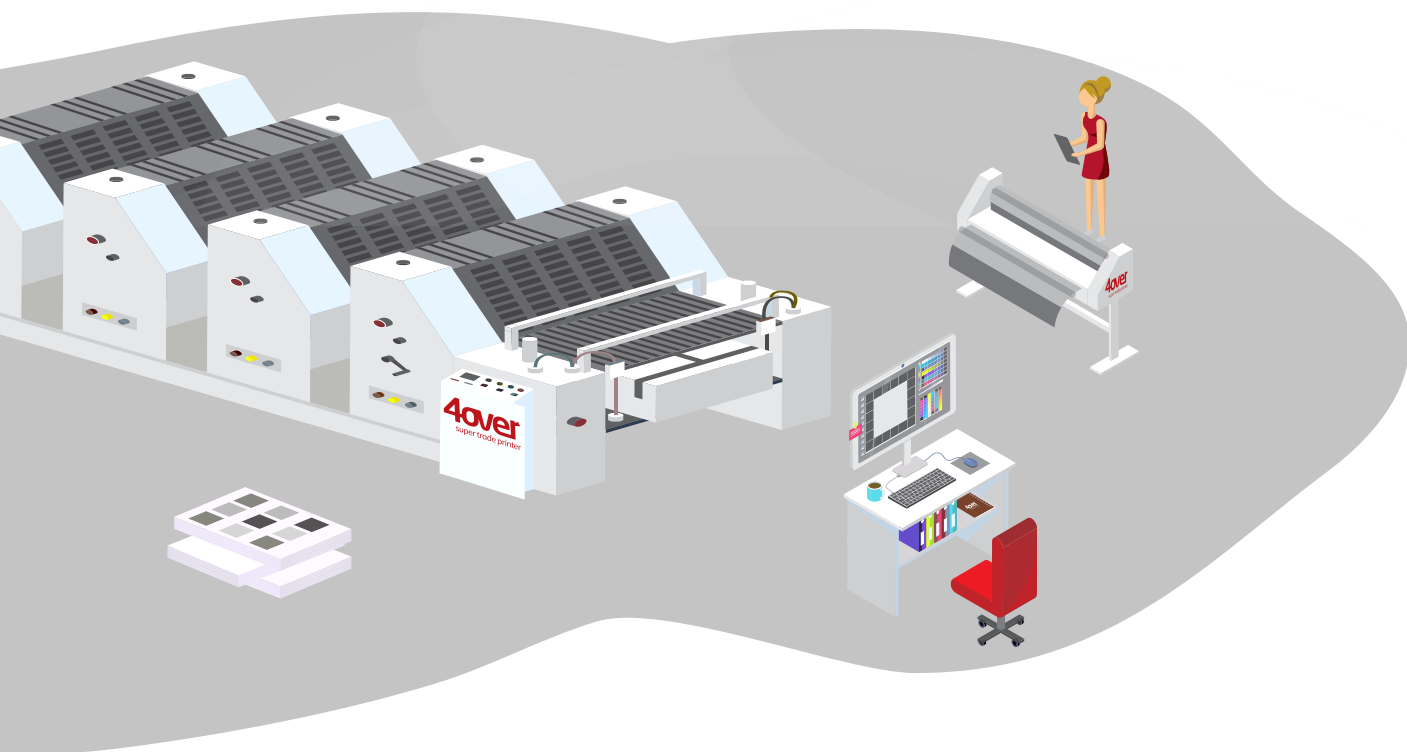
Did you know?

If you're like 90% of our customers, you're located within one of our 2-day ground shipping zones. That qualifies you for free local delivery or pick up on more than 80 products! You can also enjoy Next Day Production Turnaround on most of our large format products. It's one of the perks of going with a nationwide print partner that works like a local printer.



Is there anything else I should know about 4over and trade printers?

YES—our most important, unique features include exclusive trade-only pricing and our company being based in the U.S. These features are important to us, and maybe to you, too. Let's dive in just a bit deeper here.



Exclusive to the Trade

At 4over, we offer pricing that is exclusive to the trade. Helping you grow your business is always our top goal. We screen all customers using a multi-step verification process to ensure they have a valid reseller certificate on file, which must be re-verified annually. We also reward our trade-only customers with discounts for repeat business through our loyalty program.

Based in the U.S.

4over is a nationwide trade printer that believes in the nation it calls home. That's why we source and buy most of our paper stocks from within the U.S. and every product 4over offers on trade.4over.com is made in the USA. Our production facilities are located across the U.S. and serve their local communities and wider regions in California, Arizona, Texas, Ohio, New Jersey, and Florida.

Did you know?

PowerFlite Communications, LLC chose 4over over other trade printers because of 4over's extensive product selection, competitive pricing, and high-quality work.

Source: **Greg Robertson, Chief Creative Officer, PowerFlite Communications, LLC**





✓ Validated

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Outsourcing would be a big change for my company. Do you really think it will pay off?

Pay off, you say? Maybe this chart will help! We've shared the data on a selection of popular products so that you can see for yourself just how profitable outsourcing can be to your bottom line. Add to this the money you'll save on supplies, equipment, real estate, and other sources of overhead costs, and the payoff grows!

	 MAJESTIC Business Cards: Suede Raised Spot	 MAJESTIC Business Cards: Akafoil Accent	 EDDM (Every Door Direct Mail) Postcard	 LARGE FORMAT: 13oz Banner	 LARGE FORMAT: Coroplast Yard Sign
Substrate	16pt	16pt	16pt	13oz scrim vinyl	4mm
Quantity	500	500	2500	10	10
Size	3.5"x2"	3.5"x2"	6.5"x9"	8'x4'	24"x18"
Color Spec	4/4	4/4	4/4	4/0	4/4
Coating	Suede lamination + Raised Spot UV both sides	UV - 2 sides	UV - 2 sides	n/a	n/a
Finishing	Trim	Trim	Trim, bundle, deliver to USPS	4-side hems + grommets every 2 feet	Trim + H-stakes
"As Low As" Wholesale Price*	\$70.37	\$58.15 (business cards, presidential price)	\$650.20	\$348.48	\$70.20
Suggested Retail	\$140.74	\$100	\$1008.44	\$1077.26	\$194.78
Potential Profit	\$70.37 (100%)	\$58.15 (70%)	\$358.24 (36%)	\$728.78 (68%)	\$124.58 (64%)
				Next Day Everywhere shipping starts at \$10	Next Day Everywhere shipping starts at \$10

*Note prices may vary based on options, quantities, and other factors.

Okay. I'm leaning toward registering for a free print reseller account, but I have a few more questions. What are my next steps?

First, write down your questions while they're fresh in your mind. Then let's connect! You can ask any other questions you have and if outsourcing feels like a great solution to you, we can get you registered on the spot!

Start outsourcing—and growing your business today—with 4over!

AskSales@4over.com

trade.4over.com | [877-782-2737](tel:877-782-2737)

We hope you'll contact us soon. The sooner you grow your offerings, reduce your overhead costs, and partner with a capable trade-only printer, the sooner your business grows! That's good news all the way around.

Did you know?

89% of print resellers who were surveyed stated that they benefited from printing with 4over within one to four months.



Source: TechValidate survey of 725 users of 4over

✓ Validated

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