

What is your operating model for print?

This checklist will identify your StackGaps

This checklist below will diagnose if your organization might benefit from having a disciplined, proven Operating Model for Print. Every checkmark indicates a potential StackGap: that is, an opportunity to save money, save time and seize new opportunities by adopting the PrintStack model.

Pricing and Procurement

- ☐ I worry that I'm not getting the best possible pricing.
- ☐ My print invoices are consistently higher than the estimates.
- ☐ I need to pay a premium just to get good performance.
- ☐ I avoid bidding print jobs and send work to the same suppliers.
- ☐ I don't base re-order quantities on actual usage.
- ☐ I split up orders among different suppliers rather than look for a single source.

Process

- ☐ My marketing staff doesn't have all the skills they need to source and manage our print.
- ☐ The effort to source print is keeping me from more strategic work.
- ☐ We use a spreadsheet to manage specs and bids.
- ☐ We use a spreadsheet to manage and track production schedules.
- ☐ I don't have a reliable documentation of order instructions and specifications.
- ☐ Staff members sometimes work weekends to kit materials to kit materials before a big presentation campaign.
- ☐ Everyone drops what they're doing when it's time to prepare a routine meeting.

Design, Brand and Vision Control

- ☐ Everyone's business cards look slightly different across our organization.
- ☐ We produce one version of a printed piece regardless of whom we're targeting.
- ☐ It's hard for our employees, agents, dealers, brokers, distributors or members to find the latest version of our printed items.

- ☐ We throw away a large amount of print because of version changes and obsolescence.
- ☐ Occasionally we design a piece only to find out we can't afford to produce it.
- ☐ Our employees have created new items when the same thing already exists in our warehouse.

Production Quality and Efficiency

- ☐ We don't know how to match job specifications to the most appropriate print technology.
- ☐ I always rely on press checks to ensure print quality.
- ☐ I don't know the real operating costs of my in-house print shop.
- ☐ My print shop's cost per impression is much higher than outside suppliers and industry standards.

Ordering and Distribution

- ☐ Our employees don't have an online ordering system for print and promotional items.
- ☐ We don't typically place unique item numbers on our printed pieces.
- ☐ I don't have a good idea of what printed items are in our warehouse or how old they are.
- ☐ We don't have a good way to know when stock of an item is running low.
- ☐ No one regularly monitors inventory levels or alerts us when it's time to reorder.
- ☐ Our print and promotional inventory is stored at a bunch of different printers.
- ☐ I don't know how much it's costing me to ship items from storage to their point of use.

Learn More

To take a closer look at what PrintStack can do for your organization, your brand and your bottom line, contact us today.

