[INTRODUCTION]

[0:00:02] DC: Print Buying UKvUSA is a series dedicated to helping printers create stronger, more meaningful, and more profitable relationships with print customers on both sides of the pond. I'm Deborah Corn, founder of Project Peacock and principal at Print Media Centr.

[0:00:20] MP: And I'm Matthew Parker, the Champion of Print at profitableprintrelationships.com.

[0:00:26] DC: We may not always agree, but that's when it gets interesting. Turn up the volume, get out your notepad, and welcome to the program.

[EPISODE]

[0:00:41] DC: Hey, everybody. Welcome to Podcasts From the Printerverse. This is Deborah Corn, your Intergalactic Ambassador. And today, we are here with UKvUSA. Hello, Matthew Parker.

[0:00:54] MP: Hello, Deborah Corn. How are you today?

[0:00:57] DC: I am ducky, as you people say. Do you say that? You're ducky?

[0:01:02] MP: No, I've never heard anyone say that they're "ducky." Yes, I love all these quaint Americanisms of England that don't actually exist.

[0:01:12] DC: Yes, I would agree with that. Okay. Today, we are going to speak about what print customers want. And as always, Matthew and I know that that is the subject of this podcast, and we each came up with three things that we think print customers want. I do not know Matthew's. Matthew does not know mine. Let's start with you, Matthew. Give me one thing that print customers want in 2025.

[0:01:43] MP: Okay. I've gone for a fairly broad-brush approach here rather than going for really little things. I've gone for three themes if you like. And the first one, I don't think it's a new one,

but I think it's getting ever more important, is speed and efficiency. I've put the two together because I do think they overlap. First of all, if you have someone who's manually producing quotes and saying, "We'll get you a price to you in a couple of days' time," you are going to lose that business, okay? Buyers want things now. They haven't got time to prepare or they're not organized enough to prepare. They need information straight away.

You need to be able to give people instant pricing. You need to let people upload things online when they want, and you need to be letting them know what's happening to their jobs automatically. You better have a relatively good MIS system with customer information on it because they don't want to make a phone call and go, "Where's my job?" They just want the Amazon-type model where you can see, "Hey, your job is now in production. Your job has been dispatched. This is what's happening." They want to be able to prove instantly online. All of these things are really important for a buyer these days. And if you don't have these solutions, you're going to struggle.

[0:03:02] DC: All right, I'm going to push back already. I want you to define who the buyer is in your scenario because you're not talking about all buyers.

[0:03:10] MP: I reckon I've got 90% of buyers in that. Now, you're going to disagree with this, I can tell by the –

[0:03:15] DC: I totally disagree with you. Regular people won't even stop on your website if they have to call somebody. They just want to see what they can buy and get a quote right then and there. I don't agree with you at all about that. Also, there's professional print customers who know about schedules and know about proofs. And then there's the yogurt shop on the corner that doesn't know anything. Maybe they met somebody at the Chamber of Commerce thing or they came in and did business and they printed them some flyers or things like that. They're not going to be looking for a proof. They're just going to get what they get when it comes to their shop. And as long as it looks what they think it should look like or acceptable to them, they're going to go on with their lives. I don't –

[0:04:02] MP: And that's why you need efficiency because most people are going to give you that Microsoft Word document or whatever you have and then get terribly offended when it

doesn't translate right. You need to say to people, "Hey, instantly, this is what your job looks like. Press yes and we'll get it printed."

[0:04:17] DC: So then what you're saying is that some print customers want their print process to be idiot-proof. That's what you're saying. You've already spun this to the printer, what the printer needs to do instead of staying on what the customer wants. The customer wants a seamless buying experience. Is that what you're saying?

[0:04:38] MP: Yeah, they do. But to make that a seamless buying experience, to prevent those nasty surprises, because customers don't know enough about file preparation, there needs to be the right systems in place to show the customers what they're getting so they have that seamless buying experience.

[0:04:54] DC: Okay, I'm going to put what you just said under one of my thoughts, which is results. They want results. What are results? Well, those have to be defined by each individual customer and each individual project. In some cases, results could be, "I'm sending you a file on Tuesday and I need it Wednesday." And if you do that and it looks like something that they're happy with, then you've achieved the result that they needed. Maybe it was more money because you rushed it or whatever, but that wasn't the result that they wanted.

I would say that asking your customers, if you're speaking to them, by the way, if it's an online order, you might not have this ability unless you want to add an open-ended box, like what are the results you want from this? Is it getting more bodies to a trade show? Is it getting people to go online to make a purchase? Is it getting somebody to go on a vacation? What is the result that you're looking for from your printing? And if you can deliver on those results, then the print customers are happy. Matthew?

[0:06:07] MP: I agree. Just a little diversion here. It's really interesting. At least one well-known online print company that I know follows up on every new order with a phone call to get to know the customer. And they find that very useful because it helps get those questions done. But I agree, I think that print has to be about results. And as you said, sometimes the customer just wants to get X number of flyers by Wednesday. But actually, there's usually a lot more behind that.

And if you want to be more than just a commodity printer who's offering the lowest price, then you better be able to get in there and give people the right advice and say to people, "This is how I recommend you approach this project if you want to get the best results from it." And this actually overlaps with one of my ones as well because I'm going to say that buyers want help these days as well. Do we want to go to that now, or should we turn on with the results for a little bit?

[0:07:02] DC: No. I mean, help is a result, so you can tuck it under or make it a new thing.

[0:07:08] MP: I think that there's a lot of customers who print what they've always printed because they've always done. They're probably a bit scared or they just don't know what else they could do. And there's too many printing companies out there that let customers do that, that say, "Yeah, okay, that's what you want. That's what we'll order." There needs to be more conversations with customers, and it doesn't have to be a long, complicated sales process.

[0:07:34] DC: Again, you're talking about printers. We're supposed to be talking about customers. How many customers have you spoken to recently that want to have long conversations with their printers?

[0:07:44] MP: As I said, it doesn't have to be a long conversation, but there are a lot of customers out there who quite like the online print model because they don't have to have those difficult conversations. But what they're lacking and what they really want is, like you said, they want results. But what they're lacking is a way to have that conversation in a friendly way.

The customers want help. They want results. They're scared to ask for it. It needs to be set off by the printer because the customer's not going to do it. It may sound like I'm making it about the printer, but the printer has to supply what the customer wants. And sometimes the printer has to start with what the customer wants because the customer's a bit scared to ask for it.

[0:08:25] DC: Mm-hmm. And they don't have to ask for it if there's comprehensive information on somebody's website. For example, "We offer different types of finishes for your printing." And then finishing is a link, you click on it and it says, "This is the different type of finishing we offer."

And then you click on each one and you see a video of what it is that they're talking about, or a picture of it, or something, and that allows print customers who are seeking knowledge to get it themselves without having to speak to anybody.

[0:09:04] MP: Yes, to a point. But straight away when you said that, most customers wouldn't think of print finishing. That would kind of be a scary thing to them. What's finishing do I have? We have to put it in the right language.

[0:09:16] DC: Matthew, I'm talking to you. Obviously, the term is the term. You just said that they're not educated. We have to educate them. It is called finishing. And when they click in it, they can see that's foil, that's varnish. And then they say, "Oh, that's what print finishing is."

[0:09:34] MP: Okay. But then, say, we're helping them by giving them print terms, which is making it about print. But actually, what we need to say is, "If you want to achieve this with your brochure, have you considered –"

[0:09:47] DC: No. You've already read that. Now you're up to – you can add a finish to it, then you have to explain what that is.

[0:09:57] MP: You're saying that to begin with, before we even get to the finishing page, we've got 20 ways or 10 ways to make your brochure more appealing to your customer.

[0:10:08] DC: If that's the way the printer wants to position it, fine. Otherwise –

[0:10:12] MP: But you're talking at the printer now. That's what your average –

[0:10:15] DC: No.

[0:10:16] MP: – customer wants. They don't want a page that says finishing, they want to know –

[0:10:21] DC: When did I say that? I didn't say that they wanted a page called finishing. I'm saying that what you're saying is that everybody has to have a conversation. And what I'm saying is that the print customers don't – some of them do not want to have a conversation.

Therefore, if this information, if they can't go on a self-educational journey to understand what you offer, what it is, how it can help their results, then they're going to move on to the next website that does that. If there's something interesting and they want more information on it, maybe they do call and they say, "Hey, I was on your website and I still don't understand what lay-flat binding is," even though it seems like it's a simple term. But do I need to do anything different to prep my file? Or if I'm just a regular civilian, I don't know what it is because you did not put a photo of it on your website, so now I've got a call and ask you a question. We're not saying the same thing here at all. It is not as formulaic as you're making it, but it becomes a dead end if all you're doing is hoping for a phone call from somebody if they have a question on how to add value to their printed materials.

[BREAK]

[0:11:45] MP: Do you need some direction or new ideas for your business? Would sales goals setting and accountability improve your revenues? Or do you have a member of staff who could be performing better? I'm Matthew Parker, the Champion of Print at profitableprintrelationships.com, and I offer a personal mentoring service. Together, we work out exactly what you need. We create a personal mentoring program for you, and then we speak twice a month. You get set goals and action points to make sure you progress.

What makes me different is that I'm the buyer. I've been approached by over 1,400 different printing companies, so I know what works, and I know what doesn't. If you'd like to find out more, go to profitableprintrelationships.com, click the training tab, and then go to mentoring. Or, alternatively, just hit me up on LinkedIn. I look forward to working with you.

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[0:12:40] MP: To go back to the online printer, the majority of people who they go out to every new customer with that phone call, the majority of them, not everyone, but the majority of customers are delighted to have that phone call to have a printer who's picking up the phone and having a conversation with them and checking out what they want, which shows that we should initiate the conversation and that many people do want to hear a voice when they're putting together a job because they haven't got the right level of information on it.

[0:13:07] DC: Ah! And imagine if they could find all that information on somebody's website.

[0:13:12] MP: The information is all on the online printer's website.

[0:13:14] DC: No, it's not. Oh, yes. That's true. The information might be there, but not always do you see what foil looks like on a piece. They'll say you can add foil to it and make it shiny and get more results if they spin it that way. But they're missing the content aspect of it. I mean, when you buy a cookbook, there's a recipe but you damn well see a picture of what it's supposed to look like after you finish cooking it. And that's all I'm saying here. Print customers need to understand what they're buying.

[0:13:46] MP: Going back to your point that it becomes formulaic, I think, possibly, print has got a bit too formulaic and we all rely on A4 and A5 flyers and these sizes, but we still need to keep it relatively formulaic. If we make it too different, unless you're what I call an artisan print buyer, you're not going to have the time to learn it. We need to keep it simple for them. That's what buyers also want. They want simple.

[0:14:10] DC: How simple is it? What size postcard do I need? Instead of saying A, whatever you call them over there, we call them 5x7, 3x – 5x7. I don't know all the sizes. But I know a 5x7. Okay. Well, let me see a photo of the stack of postcards so I could see the different sizes next to each other. That's all I'm saying. This isn't some dissertation on how to print a project. It is a simple thing to connect to consumers who will be off to the next website that has the images that have simple-to-understand information.

Think about like an interactive image where there's all these different specialty effects on it or something, and you click and it says, "This is a spot varnish. Use this when you want to highlight an important element like your logo on a –" that's all I'm saying. It does not have to be crazy. But missing this piece forces people into a phone call. And I don't agree that that is what print customers want these days.

[0:15:20] MP: Okay. Well, that's nice because we agree to disagree. I'd also say I don't know the situation in the US. But over in the UK, nearly all the major online printers have got pictures

galore on their website that you can see what you're buying. It exists already, I think, in a lot of instances.

[0:15:36] DC: Aha. And what about printers who have an online store but that's not the primary way that they sell things, or they have both?

[0:15:44] MP: If that's not the primary way they sell things, then we're relying on the conversation or –

[0:15:49] DC: I don't know. I mean, they could hedge their bets and have the traffic that passes by and have a comprehensive online way for people to buy things or even a separate URL for that online store. No, I don't agree. I think every printer, no matter what, should be explaining to everybody out there what is going on, because the legacy of print buying is leaving. People like me don't really exist anymore or they're exiting out of the agencies and things like that if they're professional customers. There is no one left to teach people how to buy print. The buyers are either going to be reliant on their relationships and feel confident in being able to ask questions without feeling stupid or being made to feel stupid, or they're going to buy from the people who provide the most information, so that when they do make contact, if they have to for any reason, they at least know what they're talking about in the lane.

And it could be, "I was on your site and I saw these finishing options and I didn't know what that was, but I clicked into a few. And can you tell me more about X?" I don't see any downside to that, and I think it's imperative that print customers are able to find whatever information they want on your website, and only if they can't should they reach out. But more than likely, they're just going to move on to another site that has the information.

[0:17:31] MP: I don't see any downsides, but I think we need the conversation as well or the ability to have the conversation. More buyers want a conversation than printers think. That is my view.

[0:17:42] DC: Okay. And I go completely opposite. Most customers do not want to talk to printers. They only want to talk to them if they have to. And more than likely, it is a professional

print customer who has a question. And if there's shop owners, I doubt that they're going to be calling the printers about things that are big ticket items is all I'm saying.

[0:18:06] MP: But they're delighted. So they'll place the order online, and they want all that efficiency to avoid those processing phone calls. But they're delighted to get a call from the printer to find out a little bit more about what they want many times.

[0:18:20] DC: Correct. If you place the order online and there's nothing wrong with the printer saying, "Hi, we received your order. Just want to make sure this is what we're going for." And then there's an opportunity to say, "Hey, did you happen to click on any of the finishing options that could add some value to the recipients of this?" Whatever it is. I'm just saying there's a way to work it all in.

And it does fit into my next thing, which is print customers are looking for new ideas. I don't care who you are. If you're doing to your point before, you're absolutely right. Here comes my business card order. I get it every year. And here it is. Fantastic. Well, can you make that? Is there a QR code on that business card? Can you do something different with that business card? Is there a way to go back and say, "Look, you order business cards from us every year, but what aren't you ordering from us that has in this ecosystem of business materials?"

And even that is a new idea in the sense of putting the idea in the buyer that they can get more things from the same resources, which non-professional print customers do not know. They go to the wide format place for the banner, they go to the local printer on the corner, the chain on the corner to get the other things if they go, otherwise they're ordering online. It goes back to visuals. And I was having this discussion yesterday, print is a visual medium unless you're talking to people who do utility statements. Even then, they do kind of care what it looks like. But they have –

[0:20:15] MP: Oh, there's a huge visual element to utility statements that you wouldn't believe.

[0:20:21] DC: I'm not saying there's not. I said they do care what they look like, but not as much as different clients out there in the world. And I worked in advertising and I worked on those types of clients, with those types of clients, Matthew, so you're not going to convince me

otherwise. Who cares what they care about more than what it looks like when it comes to that kind of stuff? But the point is that show people new ways of doing the same thing just so it separates them from the pack, or the mailbox, or the thing on the shelf, whatever it might be.

And even if they're not going to do it or even if you know they can't afford to do it, you still want to be the resource that's bringing people new ideas, whether that is through direct mail piece, or trying to get a email through, or hosting an event, whatever it might be. And that would be the best way to do it, by the way. A little event at your shop where you show off all the new things that these customers can do. And that could be just having a table of just a varying amount of business cards with die cuts, and folding, and all these different ways. And just let people say, "Wow, that's really cool. I want my business card to look like that." So, new ideas.

[BREAK]

[0:21:50] DC: Girls Who Print provides women in print and graphic communications with information resources, events, and mentorship to help them navigate their careers and the industry. As the largest independent network of women in print and a nonprofit organization, our global mission to provide resources, skill-building, education, and support for women to lead, inspire, and empower has never been stronger or more accessible. Through our member platform and program, as well as regional groups forming around the world, your access to Girls Who Print is just a click away. Gentlemen, you are most welcome to join us as allies. Get involved and get empowered today. Link in the show notes.

[EPISODE CONTINUED]

[0:22:36] MP: I totally agree. Hurrah. We get to stop fighting for five minutes. I totally agree on this one. I think this is where videos and pictures on websites as well. I'm not sure whether enough people will come into the shop. But if they are coming in and picking stuff up, having that on display is great.

[0:22:51] DC: That's a great idea. My friend William Crabtree from Tampa Printer does that. He's got all the different business card sizes, thicknesses, stocks, everything right at the counter when you walk in.

[0:23:03] MP: And the interesting thing when I talked to one printer about this was he went and pitched this to a lot of people and he got great feedback on it. And often, they then either weren't adventurous enough or they didn't have a budget to do the exciting new thing that they were pitching. But they really like the approach to the company. So they got the standard print anyway because they realized that this is a printer they could work with. You've got good ideas. Even though the new ideas didn't necessarily materialize, he said they're a massive door opener. You go in with the right selection of business cards, as an example. People love them, they pour over them. They order their standard business card, but they order it from that guy because they trust it.

[0:23:46] DC: And next time they have something come up, they're like, "Let's call that printer that had the great ideas or showed us the cool thing." I mean, you and I have spoken a million times about the dream drawer that professional print customers keep of the projects that one day we will have the right client and the right budget to do this. Those printers, those cards, that letter, the contact information is kept with that piece. You always want to have somebody who's bringing you new ideas.

And the truth of the matter is, if you could do something new for somebody, why do they need all those other vendors? If you're bringing ideas to the table, then you're adding value in a new way and you're helping print customers be more valuable in their jobs. It is only a win-win, win, win, win, win, win even if they don't do the work with you. Matthew, what's your last point?

[0:24:45] MP: My last one is probably aimed more at the bigger buyers, but I think it applies more and more these days to smaller buyers as well, and that's integrations. What buyers want is suppliers who can plug into their systems. They don't want to get an invoice on paper, they want it to plug straight into their company invoicing system so that it comes to you electronically.

Yeah, if they have files that they're sending off, if it's an agency and they've got a system, they want to be able to press send from the system rather than having to export the PDF and then upload it to the printer. The more you can integrate, the more you are likely to win over those customers because it comes down to efficiency again. But they also become stickier customers. Because if they have to pull out their integration, then they have to set it up with another printer.

That's a bit too much effort if all you're doing is saving a few dollars on a bit of work. I think going down that integrations route is becoming more important these days. I don't know what you think about that, Deborah.

[0:25:50] DC: That is a problem way beyond my pay grade. That is one of your corporate magazine publishing. You are a systems person. I can't imagine an advertising agency plugging into somebody's system for financial things when there's –

[0:26:09] MP: You've got a very different agency system over there. They absolutely wanted to – yeah, when I've worked with agencies over here, they absolutely want to do all that. And even the little businesses, if you run something like QuickBooks, if you can just get an end-of-month invoice, it goes straight into QuickBooks rather than you having to enter it, saves people a lot of time.

[0:26:25] DC: Okay. Well, QuickBooks is not a system. I thought you were talking about some giant system out there.

[0:26:31] MP: It varies. Sometimes it's a giant system, sometimes it's QuickBooks. But the agencies that I know have got big finance systems in place and they want their suppliers just that shoot their invoices straight down the pipe into those systems.

[0:26:43] DC: Correct. That's fine, but you have a different system there in general for print buying. You're more in that managed print service space than we are, even though America is moving in that direction for sure.

[0:26:56] DC: You're right. What I found typically is that what's going on in the UK in the print buying space and in the buying space, America comes along and catches up that. You're well ahead in some of spaces. But in the print buying space, I would argue that we're still a bit ahead in – a bit different in terms of systems. And that those processes and those strategies, they will catch up.

I mean, like you said, there are a very few people who are print buyers around these days. But when I started doing my independent bits about 20 years ago, there are very few print buyers in

the UK and loads of them still in the US. I think some of it, like plugging into systems and things, will come. So it's worth your US listeners thinking and starting to plan for that now even if they're not putting in something like that this year.

[BREAK]

[0:27:44] DC: Print Media Centr provides printspiration and resources to our vast network of global print and marketing professionals. Whether you are an industry supplier, print service provider, print customer, or consultant, we have you covered, by providing resources and strategies that enable business marketing and creative success, reporting from global events, these podcasts, Project Peacock TV, and an array of community lifting initiatives. We also work with OEMs, suppliers, industry organizations, and event producers, helping you connect and engage with our vast audience, and achieve success with your sales, marketing, and conference endeavors. Visit Print Media Centr and connect with the Printerverse. Links in the show notes. Print long and prosper.

[EPISODE CONTINUED]

[0:28:39] DC: I don't disagree that the writing is on the wall with all these VC people buying up printing companies and things like that. It will turn into a print management thing more so. And that is what you guys did. Although I've spoken to many people in Australia, they have the same system as you really, and they wish they could go back. And you know that I had been railing against this for years. If want to get to a situation where print is a commodity, then let's go the way of Merry Old England and see how quickly things turn for everybody.

[0:29:23] MP: I think we should discuss that on a future podcast. I think it'll make a great topic. And maybe we'll do that at some point this year.

[0:29:29] DC: All right. That is cool. I think there's situations where that works fantastically. And then there are situations where it's going to displace every single professional print buyer out there and change the dynamics of everything. But yes, let's have another conversation on that. My last one is confidence. Print buyers want confidence in their printers. Confidence around what? Confidence that they're going to get what they want to get, when they want to get it at the

price that they want to get it. Confidence that they are authentically speaking about sustainability and helping them, if that's what their mission is, to achieve some of those results with data, not just words saying, "We do this and we do that." Data. Data, data, data for decisions.

Confidence that if something's wrong with my file, I'm going to know about it. Or if it's fixed, I will know about it. And some type of way to prevent that moving forward so I can have confidence that my files are okay and not be afraid to send them. Confidence that I am going to be made aware with enough time to make any adjustments needed with postal increases, with paper increases.

We are in a state of flux to say the least right now. And in this case, if you have online customers and you have an online website with pricing, good luck with updating that every five minutes. But just know that you either put a big warning up there that says, "Hey, this price is only good for today. Call us if you have any questions." Or only this week or only this month, whatever it might be.

If you have big print customers, and I'm talking the ones that are keeping your business open, then I would be in constant conversations with them or just updating them, even if it's not a conversation like, "Here's today's update. There has been no change." "Here's today's update. There's going to be a meeting next week with these people and we'll get back to you once we hear what the results are."

Confidence that your vendors are also being authentic if they're supporting things. And what are they supporting? The Gen Z-ers want to feel good about what they're doing. And they don't have the best idea about what printing really is or the lengths that we go to to try to do the best we can with our environmental footprint. Just giving them a way to feel good about purchasing print and knowing that it has helped something or it's a part of a bigger people, planet, prosperity, sustainability mission of the company or the printing.

I think that peace of mind and confidence is extremely important. And I can tell you that these service providers I've worked with and still work with, that I know everything's fine. I sent them what I need. I don't have to worry about this anymore. I can move on to my next thing. Because

if by chance there is a problem, not only am I going to be aware of it, but I'm going to get five different ways that I can make a decision to solve that issue from my printer because that is the type of partner that I have. And that piece of mind, Matthew, to me is the most valuable thing in the relationship between a printer and a print customer.

[0:33:30] MP: Yes, agree. I was talking to one of my clients last week and they'd interviewed one of their customers. And one of the things the customer said was, "If we put it with you, we're not going to get it on time. And we also know we're not going to get nickel and dimed over any little small alterations or things that had to be made. We know that we've got the project price in there." And that's worth a lot for them.

I think there has been – I never suggest that printers should swallow extra charges. But equally, there is that bit where customers don't want to be bothered with every little bit of extra money in there. They want to know that they've set the budget and that's it. Yeah, good point. I totally agree with that.

I think some of the things you talked about and the confidence there are going to become business requirements. As you go to the sustainability side, maybe not so much. I know there's a bit of a sea change over there on sustainability at the moment. But in the EU still, if you're dealing with overseas customers, I think there's going to be more and more legislation in place which shows that you have to be able to demonstrate your carbon footprint and be reducing it. That's going to become more and more important. And people want confidence in suppliers that are going to do that. Yeah, those are my two little add-ons to what you've said, but I agree with the rest of it.

[0:34:48] DC: Excellent. I will take the win.

[0:34:53] MP: Let's see. Well, I've been intrigued as we've come across with some very different points of view this time. I will be intrigued to see what people say when they listen to today's podcast.

[0:35:03] DC: Everything you need to get in touch with Matthew Parker and I are in the show notes. Thank you so much for your time and your attention. Until next time, print long and prosper.

[OUTRO]

[0:35:20] DC: Thanks for listening to Podcasts From the Printerverse. Please subscribe, click some stars, and leave us a review. Connect with us through printmediacentr.com, we'd love to hear your feedback on our shows and topics that are of interest for future broadcasts. Until next time, thanks for joining us. Print long and prosper.

[END]

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Matthew Parker: https://www.linkedin.com/in/profitableprintrelationships/

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