



SOYANG EUROPE

Top 3 Print Industry Pain Points and How To Resolve Them

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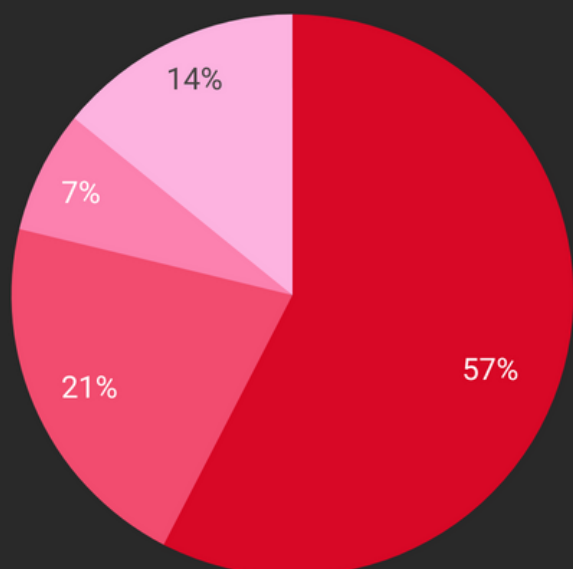
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Why Read This Guide?

This guide is intended to help any print business identify and overcome some of the main challenges that we have identified in our 2023 [Print Industry Report](#).

As a leading manufacturer and distributor of digitally printable wide-format and super-wide format media and surface coverings, the team at Soyang Europe wants to help your business succeed in the industry!

WHAT ARE THE BIGGEST CHALLENGES FACING THE PRINT INDUSTRY?



We are focusing on the top 3 problems presented by leaders of the print industry

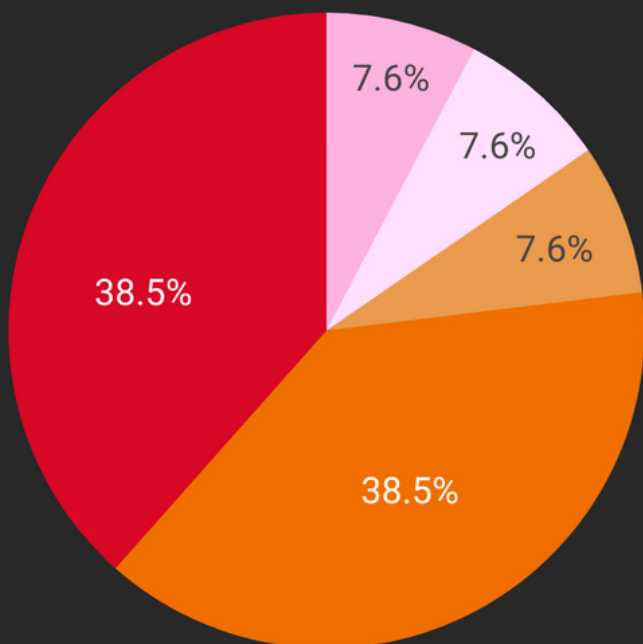
- Winning New Business
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Winning New Business

Winning new business is an essential part of running any successful business and is becoming increasingly difficult in the print industry.

In Soyang Europe's 2023 Print Industry Report, 57.1% of print businesses cited winning new business as their biggest challenge.

We've looked at data from this report to share the best practices to **winning new business**.



We asked print leaders what they think is the most effective way of generating new business is

- Excellent Customer Service Leading to Referrals
- Networking and Building Relationships
- Partnerships With Other Businesses in The Industry
- Offering Promotions and Discounts
- Targeted advertising (online ads or direct mail campaigns)

How To Win New Business



UTILISE COST-EFFECTIVE MARKETING CHANNELS

Social Media - Post about the people in your business, your processes and educate your target audience on the stories behind the company. Give your audience a more personal connection with your business and encourage potential customers to keep you front of mind.

Offline Promotional Material - Use your expertise in design to promote the business through printed media and banners.

INBOUND & OUTBOUND LEAD GENERATION

Outbound Lead Generation - Outbound can often feel the more 'old school' marketing strategy and certainly the traditional routes of direct mail and cold calling can be inefficient, but for a visual industry like print, it's possible a direct mail campaign could win new business, depending on your client base.

Inbound Lead Generation - Inbound lead generation is hugely important to most businesses, and especially print. A website that packs a powerful visual punch is important to showcase your capabilities, but a website won't appear at the top of Google search results without some form of help. Typically, that would be in the form of organic search engine optimisation (SEO) or paid advertising (Google Ads).

How To Win New Business



EXCELLENCE IN CUSTOMER SERVICE

Print businesses that increased their profits in 2022 communicated with their clients regularly; 50% contact their key clients every week.

Understanding how often your clients want to hear from you is key to managing expectations and maintaining a strong relationship with your customers. Communication preferences vary, so learning what is best for each of your customers is key.

PARTICIPATE IN/HOST NETWORKING EVENTS

Getting involved in networking events for your industry is a great way to increase your business's reach.

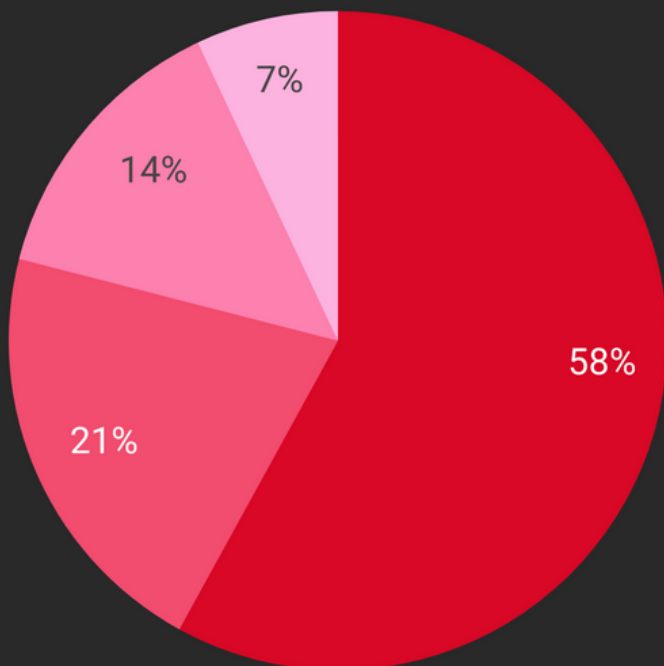
72% of print businesses use tradeshows and exhibitions in some capacity, whether that be attendance or having a stand/speaking slot.

At Soyang we recently attended a networking event and gained over 100 new leads!

Networking doesn't have to be expensive, attend online networking events or connect with new people on LinkedIn to build your network for free.

Cash Flow

Managing your cash flow as a small print business has become increasingly difficult with the rise of upfront costs and intense competition within the industry. It's no wonder so many businesses are struggling. But yours doesn't have to. Take a look at **cashflow solutions** shared by the best in the industry as part of our industry report.



We asked print businesses what their biggest cost increase was in the last year

- Raw Materials
- Energy Bills
- Logistics
- Technology

How To Improve Cash Flow



EXPLORE ALTERNATIVE MATERIALS

By exploring alternative materials, your print business can expand its product range and offer your customers a wide variety of printed materials.

This diversification will allow you to tap into new markets, attract new customers, and retain existing customers who would usually take their business elsewhere for these new offerings.

You can also give your print business a competitive advantage by increasing your offering. By introducing new materials you are able to differentiate your business from your competition.

STREAMLINE PRODUCTION

I know what you're thinking, how does this affect your cash flow?

The more effectively you use your time and resources the more projects you can work on in a shorter space of time. This will help to increase the amount of cash coming into your business.

NEGOTIATE WITH SUPPLIERS

As found in our 2023 Print Industry Report, 21% of print business owners believe that negotiating with suppliers is an effective tool to use to reduce the cost of raw materials.

Recruitment

Recruiting the right person for your print business is important for building a cohesive and efficient team. Building a team that works effectively together will help you to grow your business and create strong relationships with your customers.

Check out these stats from our 2023 Print Industry Report:

42%

**OF PRINT BUSINESSES
PLAN TO INCREASE THEIR
NUMBER OF EMPLOYEES IN
THE NEXT YEAR**

50%

**OF PRINT BUSINESSES
THAT INCREASED THEIR
PROFITS PLAN TO INCREASE
THEIR NUMBER OF EMPLOYEES
IN THE NEXT YEAR**

How To Recruit For A Print Business



APPEAL TO GEN-Z (BORN BETWEEN 1997-2010)

Appeal to Gen-Z by:

- Embracing new technology - Gen-Z is interested in the latest technological advances.
- Highlight Sustainability Initiatives - Gen-Z is more eco-conscious than past generations, by highlighting your plans to be more sustainable you will attract a younger demographic.
- Showcase creative opportunities - Gen-Z individuals are often highly creative and seek opportunities for self-expression.

By appealing to Gen-Z you will expose your business to the next generation of printers and encourage innovation.

RECRUIT TALENT OVER SKILLS

Skills can be taught, talent is in-built. A skilled printer can meet a brief but a talented printer can find smart solutions to a tricky problem and help your business to innovate.

MAKE YOUR JOB ADVERTISEMENT STAND OUT

Take a look at competitors' recruitment ads, they all look pretty similar, right?

Try implementing these steps in your next advertisement:

- Talking informally, simply and to the point
- Introduce your brand and talk about the things you do differently
- Emphasise any opportunities for development, training and leadership within your business

Further Reading



PRINT INDUSTRY REPORT -
2023 UK Print Industry Report & Statistics

WINNING NEW BUSINESS -
7 Top Marketing Strategies For Your Printing Business

CASH FLOW -
7 Strategies For Managing Cashflow in Your Printing Business

RECRUITMENT -
How To Recruit The Right Staff For Your Print Shop

ABOUT SOYANG EUROPE -
About Us

About Soyang Europe

Soyang Europe is a leading manufacturer and distributor of digitally printable wide-format and superwide-format media and surface coverings for multiple industries including sign & display, design, marketing, construction and décor.

Additionally, through the acquisition of Josero, Soyang is now a supplier of leading-edge wide and superwide format print production hardware solutions from many of the industry's biggest and best-known printer brands.



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Get your copy of our latest Print Industry Report!

