

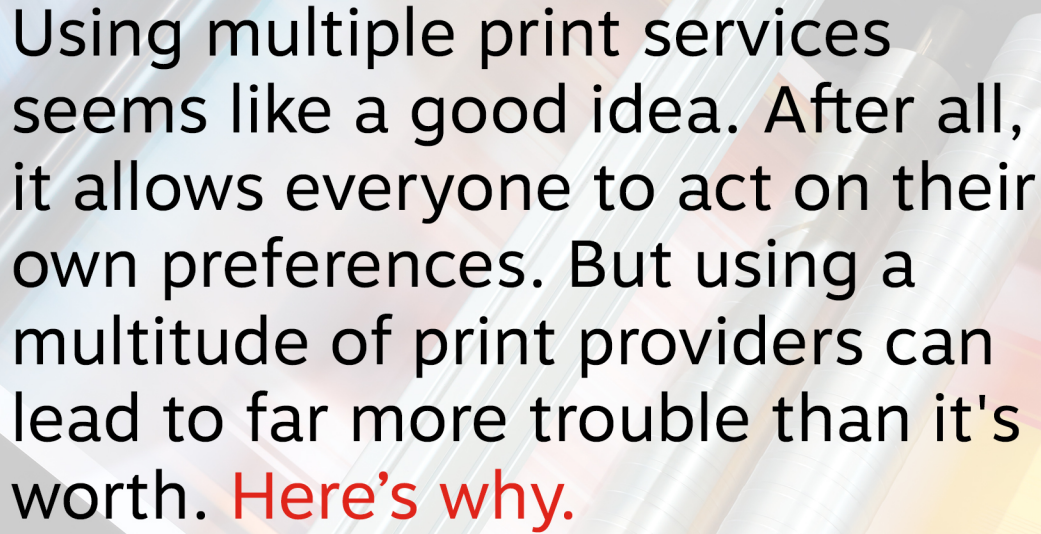


Printing by committee
why using multiple print
services can be risky for
your company





From direct mail brochures to HR forms, one company can have a lot of printing needs. It's very common for each department to handle its own printing, and that means each might hire its own print services provider.

The background of the slide features a blurred, artistic composition of office supplies. A silver pen with a blue band is positioned diagonally across the frame. Behind it, a roll of paper with a yellow and orange pattern is visible. The overall aesthetic is clean and professional, with a focus on the text.

Using multiple print services seems like a good idea. After all, it allows everyone to act on their own preferences. But using a multitude of print providers can lead to far more trouble than it's worth. **Here's why.**



Risk #1: Inconsistent branding

You want your brand to be instantly recognizable to customers and prospects in the market, but even if you have a single logo and style guide to work from – a big “if” for many companies – different printers may apply your brand standards in different ways. Your business cards may end up with a totally different look from your brochures or catalogs. Using a single print service provider can ensure consistency everywhere your brand shows up.



Risk #2: Wasted time

The task of getting multiple print providers up to speed on your branding and preferences can take a lot of time. Multiply those hours by the number of printers you work with, and it really adds up. That's time taken away from your hundreds of other responsibilities.



Risk #3: Diluted purchasing power

Your company can command better buying terms if you consolidate all of your business under one printer instead of spreading your business out among multiple providers. There's also the relationship factor – working with a single vendor strengthens those ties between your two companies, which can lead to better communication and stronger work overall.



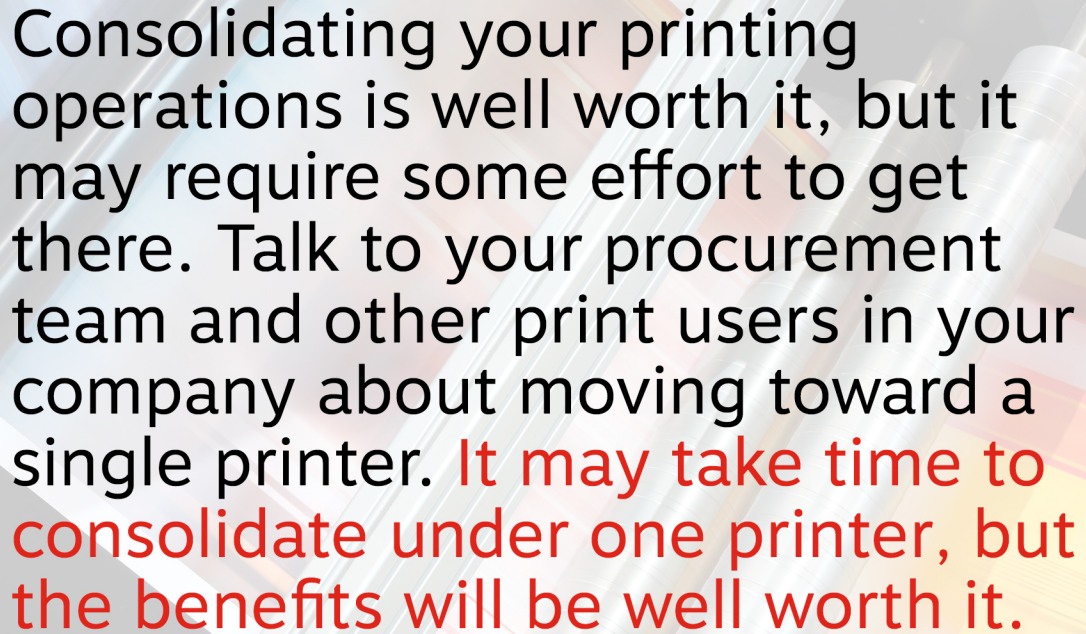
Risk #4: **Color confusion**

Brand colors are a crucial element in your company's marketing presence. Materials that come from different printers may reproduce color differently, and even those small variations are noticeable. Consolidating printers ensures that your colors are consistent every time.



Risk #5: Print job chaos

Working with multiple printers means a lot more project management work. When you consolidate your jobs with a single provider, you not only streamline the project management effort but also build a deeper partnership that could result in new ideas and collaboration.

A background image showing a 3D printer nozzle in the process of printing a multi-colored object. The nozzle is white and is positioned over a partially completed print that features various colors like blue, orange, and yellow. The scene is set against a light gray background with some blurred lines, suggesting a technical or industrial environment.

Consolidating your printing operations is well worth it, but it may require some effort to get there. Talk to your procurement team and other print users in your company about moving toward a single printer. It may take time to consolidate under one printer, but the benefits will be well worth it.



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create better printing relationships.
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