PrintStack™
The Operating Model for Print™

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.
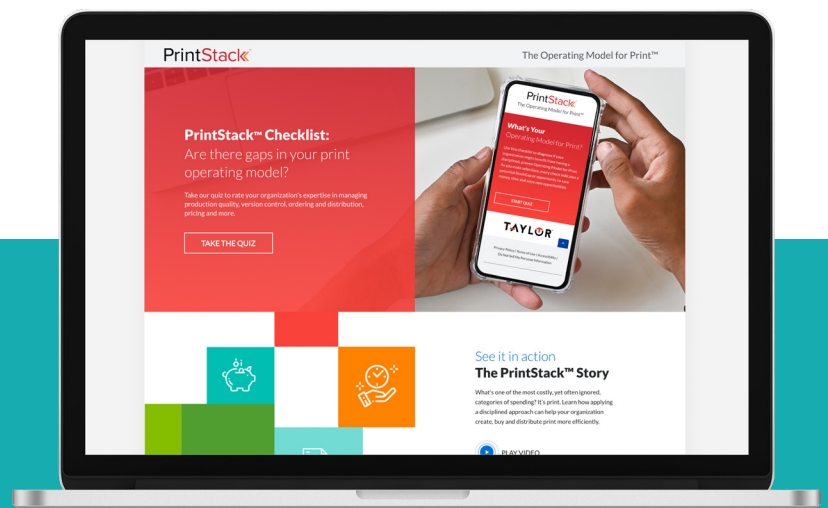
Learn More

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