

Getting Started & Reducing Risk

Are there low-risk ways for dealers to start offering these products?

Yes. Dealers can get started without upfront costs, stock, or equipment. PDQ Print Hub provides an on-demand fulfilment model - dealers quote, sell and earn without managing production. This removes risk while still offering a full-service experience to customers.

Are there any tools, platforms, or suppliers that make it easier for dealers to get started in this space?

Yes:

- **PDQ Print Hub** gives resellers access to multiple pre-approved UK trade print suppliers, with live pricing, quoting, and order tracking.
- **Branded Sites** enable dealers to launch their own customer-facing print storefront with their logo and markup built in.
- **Haybrooke Consultancy** offers guidance on building a sustainable and scalable print category.
- **BPIF's Intro to Print** training can upskill staff to confidently talk print.

What level of product knowledge or supplier partnerships do dealers need to succeed in this space?

Basic print knowledge helps but isn't essential. With PDQ's support, dealers don't need to be experts - they just need to know how to uncover customer needs and manage the relationship. The platform handles specs, fulfilment, and pricing - and Haybrooke offers further support for strategy and structure.

What mistakes do new resellers often make when entering this category, and how can they avoid them?

- **Underquoting or misquoting:** Easily avoided by using live pricing on PDQ.
- **Relying on a single supplier:** PDQ gives access to a network of fulfilment partners, so jobs always get covered.
- **Not telling customers they do print:** A branded PDQ site helps customers self-serve and increases awareness.



- **Trying to manage production manually:** Dealers should focus on selling and leave production to trusted partners.

For more information, please contact austin.coyne@haybrooke.com