

We invited **Haybrooke** to share their perspective on the **Print & Promo** category.

As part of this Knowledge Hub feature, we posed a series of questions to Haybrooke who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: [Haybrooke](#)

Getting Started & Reducing Risk

Providing Print as a Category

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.

Tools & Platforms

- **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** (*British Printing Industries Federation*) **Intro to Print** training course can upskill staff to confidently talk print.

Experience

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.

Mistakes to Avoid

- **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.