

Why This Category Matters - Print & Promo

Organisations rely on print and promotional products at the points where they need to communicate clearly, create impact or support a specific activity. This includes events, campaigns, visitor engagement, brand rollouts, internal communication and other planned moments throughout the year. These activities often have fixed deadlines and high visibility, which makes print and promo a category where performance is noticed and where strong delivery can significantly influence how a customer perceives their supplier.

A category that creates natural reasons to talk

Because print and promo is tied to planned activity, it gives dealers clear opportunities to engage customers around what is coming up in their calendar. Conversations naturally form around events, campaigns, visitor needs or brand updates, which helps shift discussions towards timing, suitability and outcomes rather than purely transactional comparisons. It also positions the dealer as someone who understands the customer's priorities, not just their purchasing patterns.

Commercial value beyond the individual order

While individual projects vary in size, the cumulative value across a year can be significant. A single customer may need materials for multiple events, visitor touchpoints, internal communications, branded clothing requirements or signage updates. Viewed together, these create a pattern of repeat engagement that is often more stable than categories driven by commodity pricing.

Dealers who track this activity over time can identify where spend naturally recurs, where additional opportunities exist and how to support customers more consistently across their planned activities.

Impact on perception, not just procurement

Print and promo is highly visible. It appears on walls, desks, clothing, lanyards, packaging, signage and at events. Because of this visibility, quality and consistency matter. When items look professional and align with brand guidelines, they reinforce the organisation's identity. When they do not, it is immediately noticeable.

Dealers who understand this can frame discussions around the role these items play, not just the specifications. Conversations can focus on clarity, consistency, durability and suitability for the intended audience or environment. This elevates the dealer's role from sourcing to supporting the customer's brand experience.

Room for different levels of involvement

Print and promo is a category that dealers can approach in different ways depending on their strategy and confidence. Some choose to focus on a small number of core items, while others build a broader offer with deeper supplier partnerships. The key point is that dealers do not need to be print experts to participate. Strong supplier support, clear workflows and good communication with customers allow dealers to deliver high quality outcomes without needing detailed technical knowledge.

Key takeaway

Print and promo matters because it connects dealers to the moments customers care about most, such as events, campaigns, visibility and brand presence. It creates natural reasons to engage, opportunities to add value beyond price and a pathway to being seen as a partner rather than a supplier. Whether approached modestly or ambitiously, the category has the potential to strengthen relationships and deliver meaningful long-term value.