

Category Overview & Opportunity

What are the key product types in this category?

This category includes a broad range of commercial print and marketing products, as well as promotional and operational items that businesses regularly require. At the core of our offer is a unique USP: instant pricing on bespoke sizes, something that most trade printers simply can't provide.

We support resellers with both core business print and marketing materials, including:

Business Stationery

- Letterheads
- Business cards
- Compliment slips
- NCR pads
- Envelopes
- Continuous stationery

Marketing Materials

- Flyers and leaflets
- Brochures and booklets
- Catalogues
- Postcards
- Direct mail items

Display & Large Format

- Posters
- Roller banners
- Foamex boards
- Correx signs
- Pop-up displays
- Signage

Branded Packaging

- Custom printed packaging
- Labels
- Roll labels (various finishes and adhesives)
- Sheeted labels

What makes this category valuable for resellers?

Printed products are high-margin, repeatable, and highly cross-sellable - particularly for dealers already supplying office products. By plugging into a platform like PDQ Print Hub, resellers can unlock this revenue without needing in-house print expertise or production equipment. It allows them to offer more value to existing clients while generating new opportunities.

What trends are currently shaping the print and promotional products industry (e.g. sustainability, personalisation, short-run digital print)?

- **Sustainability:** Demand for carbon balanced print is increasing. PDQ offers this as standard.
- **Personalisation:** Short-run, highly targeted printed materials are easier than ever thanks to digital printing.
- **Speed & Flexibility:** Customers expect fast turnaround and real-time pricing. PDQ's live pricing tool supports this.
- **Consistency & Control:** Larger customers are tightening control over branding, requiring consistent, managed print sourcing.

What kinds of businesses or sectors typically invest most in print and promo products?

Key sectors include:

- Professional services (legal, financial, consultancy)
- Education and training
- Healthcare and care services
- Retail and hospitality

- Events, charities, and not-for-profits
- Construction and manufacturing (especially for site branding, PPE, and signage)

Any organisation with a need to promote, communicate, recruit or onboard is a strong candidate.

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