

Category Overview - Print & Promo

Print and promotional products form a long-standing and diverse category within workplace supplies. Dealers have supplied printed materials for many years, and the category has steadily expanded to include branded merchandise, clothing, signage, packaging and event materials. The UK print industry remains one of the country's largest manufacturing sectors, with billions spent annually across printed materials, packaging and promotional products. This scale reflects the ongoing demand for high-quality, branded communication across organisations of all sizes.

This category covers a broad mix of items, from business cards and brochures to branded notebooks, uniforms, lanyards, banners and giveaways. Customers use these products throughout the year for onboarding, events, campaigns, visitor engagement and internal communication. Because these needs are recurring and often linked to planned activities, print and promo offers a steady flow of opportunities for dealers to support both routine and project-based requirements.

Why this category matters for dealers

Print and promo helps dealers broaden their offer and support customers with the materials they use to communicate, present themselves and engage their audiences. Dealers who invest in this area often benefit from:

- regular demand linked to events, campaigns and operational activity
- opportunities to support customers with both everyday essentials and one-off projects
- deeper involvement in customers' branding and communication plans
- the ability to simplify procurement by managing multiple printed and promotional items through a single supplier
- stronger engagement as customers plan activities throughout the year
- healthy margin potential across many product types

Trust, reliability and consistency play a major role in this category. Customers often return to suppliers who deliver quality work, meet deadlines and make the process straightforward, which helps dealers build long-term value and strengthen relationships over time.

Why this category may feel different depending on experience

Dealers approach print and promo from a wide range of starting points. Some already have established print relationships or in-house expertise, while others may be newer to the category or focus mainly on other workplace areas. The variety of products, materials and finishes can make the category feel more detailed in places, but this is balanced by strong supplier support, clear processes and well-defined workflows.

For teams who are newer to the category, suppliers often provide artwork guidance, templates, print-ready support and straightforward explanations of options. For teams with existing experience, the category offers room to expand into new product types, seasonal opportunities and higher-value projects. This flexibility means the category can work for dealers at different stages of their diversification journey.

Where print and promo fits within workplace supplies

Print and promo underpins many of the activities that help organisations communicate clearly and present themselves professionally. It supports everything from first impressions at reception to event presence, campaigns, internal messaging and onboarding. While customers may not always realise their dealer can provide these items, they often value the convenience and consistency once it is offered. By positioning print and promo as a way to deliver sharp, good-quality branded materials, dealers can become a natural partner for customers' ongoing communication needs.

Key takeaway

Print and promo is a versatile, high-value category that helps dealers deepen relationships, support customers throughout the year and expand their offer in a way that complements their existing strengths. It combines recurring demand, project-based opportunities and healthy margin potential, making it a strong fit for dealers looking to broaden their reach and deliver meaningful value.