



Getting More Out of  
Your Print Provider

# SPEAKER

---



**Toni McQuilken**

Senior Editor

**PRINTING United Alliance**

[tmcquilken@napco.com](mailto:tmcquilken@napco.com)

<https://www.linkedin.com/in/tonimcquilken/>

# Building Relationships with Printers



## Engage

Don't be afraid to have an in-depth conversation about your projects and what you want to get out of them.



## Share Your Pain

Printers want to know what has – and hasn't – worked for you in the past! Share your pain points, the issues you're trying to solve, and more.



## Not Just Price

Yes, the cost of the printed elements are a major component of a mail campaign. But if you work with the right partner, you'll get more value out of every dollar than a bargain basement option.



## Not Your Boring Mail

Modern print technologies have come a long way. Ask your print provider what substrates, finishes, cuts, and more could be used to make your mail more effective.



## Think Beyond Mail

Many printers today offer a wide range of services that go beyond direct mail. You might be surprised at how much more effective your campaign could be.



## Educate Yourself

Don't be afraid to do some research about print – the latest printers, substrates, finishes, etc. – and ask your printer if they offer them.



# Think Outside the Envelope

---



# BECOME A MEMBER!

Join the most comprehensive member-based printing and graphic arts association in the US that supports printing professionals with the tools and resources they need to grow their businesses, advance their knowledge base, and build their networks.

