

L I V E W E B I N A R

The Secret to a Successful Bounceback for Your Print Business



Hello, I'm Lisa.

PUBLIC RELATIONS MANAGER



**A wholesale trade printer that
works exclusively with printers
and print sellers**



Overview

Changing the narrative

Learning to adapt

Identifying new needs

Top needs post-COVID-19

Meeting the needs of essential workers



Changing the narrative

What does it mean to change the narrative?

Presenting the story in a new light

Same facts, different focus

Different goal, different attitude

Accept change as a growth opportunity



Learning to adapt

The secret to a successful bounceback is
learning to adapt!

**What are some ways your business has
adapted to the changes from COVID-19?**

(Type in the Chat Window)



Learning to adapt

- ▶ **Goal:** What do I want to achieve most?
- ▶ **Method:** What do I need to do to achieve my goal?
- ▶ **Obstacle:** What is preventing me from achieving my goal?
- ▶ **Solution:** How can I achieve my goal with a different method?
- ▶ **Practical steps:** What do I need to do, and when, so that I can achieve my goal?





Print shop example

- ▶ **Goal:** Get more print orders
- ▶ **Method:** Call local businesses to see if they need marketing materials printed
- ▶ **Obstacle:** Businesses don't need a lot of marketing materials right now
- ▶ **Solution:** Call local businesses to see if they need marketing materials printed
- ▶ **Practical steps:** After finding out their needs, assess whether I can produce a different product to meet their needs. If I cannot, I need to find a supplier who can and outsource.



Identifying new needs

7 ways to learn

about the needs of
your community

1. Analyze your existing data
2. Ask clients (phone, email, social media)
3. Send out survey
4. Observe what businesses are doing
5. Observing what competitors are doing
6. Read up-to-date publications (news, magazines, blogs)
7. Additional online research



Identifying new needs

Keep in mind:

**Your community
consists of more than
current customers**

**Give people the
freedom to answer
what you didn't expect**

**What may apply to
others may not apply
to your community**

Test it out...



Top needs after COVID-19



Client Communication



Education



Employee Protection



Product Labeling



Client Communication

- ▶ Announcing new **hours of operation**
- ▶ Providing instructions and signage to **facilitate social distancing**
- ▶ Communicating to clients how you are **following healthy hygiene guidelines**
- ▶ Sending out direct mail to **welcome clients back with incentives**



Education

- ▶ Instructing employees about **proper health and safety procedures**
- ▶ Providing reading materials to clients with important **health and safety information**, or **company changes**





Employee Protection

- ▶ Providing **personal protective equipment** to essential frontline workers
- ▶ Instructing clients to keep and **maintain a safe distance** from employees





Product Labeling

- ▶ Providing **product health and safety information**, including ingredients, handling procedures, etc.
- ▶ Indicating that the business takes **health and safety precautions** when handling products
- ▶ Showing off **safety certifications** on products



Meeting the needs of essential workers

**Which essential services
do you sell print to?**

 Webinar Poll

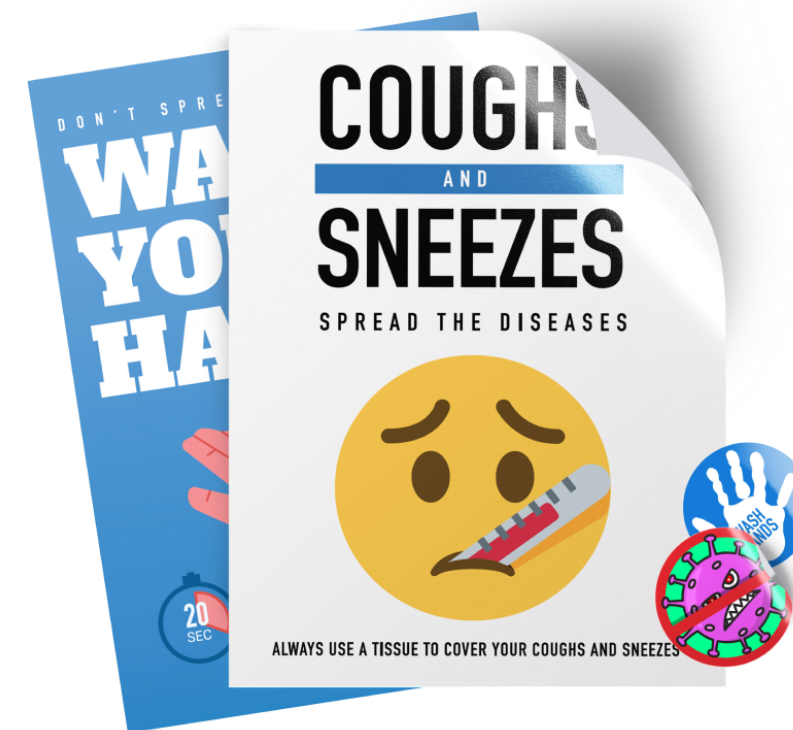


Healthcare



Personal protective equipment

face shields and branded face shields



Instructions for patients

health and hygiene decals, sintra & styrene signs



Informational materials for patients to take home

brochures , booklets



Food and beverage



Social distancing signage for lineups

floor graphics



Instructions for proper hygiene practices

health and hygiene decals



Signage for pickup and hours of operation

coroplast signs, foam boards, sintra, and styrene



Apparel that protects employees

social distancing pre-designed apparel



Retail



**Social distancing
signage for lineups
and limited-entry
signage**

floor graphics



**Instructions for
proper hygiene
practices**

health and hygiene
decals



**Signage for pickup
and hours of
operation**

coroplast signs, foam
boards, sintra, and
styrene



**Apparel that
protects employees**

social distancing
pre-designed apparel



Manufacturing



Safety certification labels for products and packaging

roll labels



Floor graphics to keep workflow efficient and organized

floor graphics



Instructions for proper hygiene practices

health and hygiene
decals



Signage for pickup and hours of operation

coroplast signs, foam boards, sintra, and styrene

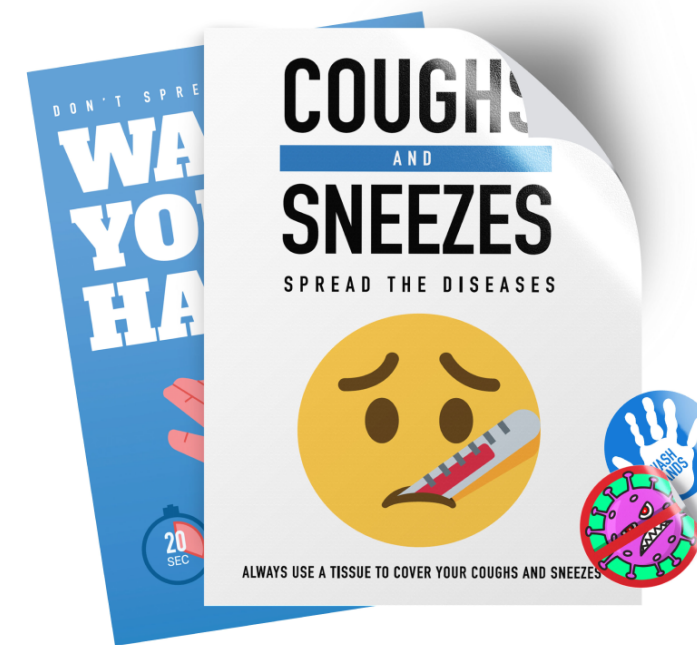


Education



Social distancing signage for lineups

floor graphics



Instructional signage for staff and students

health and hygiene decals,
coroplast signs, foam
boards, sintra, and styrene



Decorative materials for classrooms

roll labels, decals, floor
graphics



Nonprofit organizations



Outdoor signage for events

coroplast signs and A-frame signs



Banners for communication and decoration

vinyl banners, mesh banners



Apparel for staff and volunteers

custom printed apparel



Direct mail to ask for donations

postcards, letterheads, and envelopes



Other essential services



Social distancing signage for lineups

floor graphics



Instructions for proper hygiene practices

health and hygiene decals



Signage to indicate hours of operation

coroplast signs, foam boards, sintra, and styrene



Adapt and bounce back!

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