The Print Business Survival Guide for COVID-19

Preparing for Supply Chain Disruptions

Solution 1: Engage with suppliers to increase chain transparency.

This means communicating with them on a regular basis to stay in the loop about potential changes down the road. This way, there's a higher chance that you'll recognize risks before they become a problem.

SinaLite Executive's Tip:
If a supplier says that they have stock and you place an order, you still need to check up on them frequently to make sure that inventory is still coming in.

Solution 2: Take stock of your inventory.

Always be aware of approximately how much you have. This allows you to plan ahead and prioritize. This step is also important for identifying critical parts and rationing materials if necessary.

Solution 3: Find a backup.

No matter how much you trust your existing supplier, you should always have a backup. If you find your presses quiet and your business slow during this time, take this opportunity to connect with potential suppliers and trade printers so see what they can offer. SinaLite, for example, is still operating and shipping across the US and Canada.