



The Smart Buyer's Guide to Printing & Promotional Products

25 Proven Ways to Save Money
Without Sacrificing Quality



A Practical Resource for Business Owners, Marketing Teams, Office Managers & Purchasing Professionals

By Frank Tartaglia

Smart buying today. Stronger brand tomorrow.

WELCOME

from Frank Tartaglia

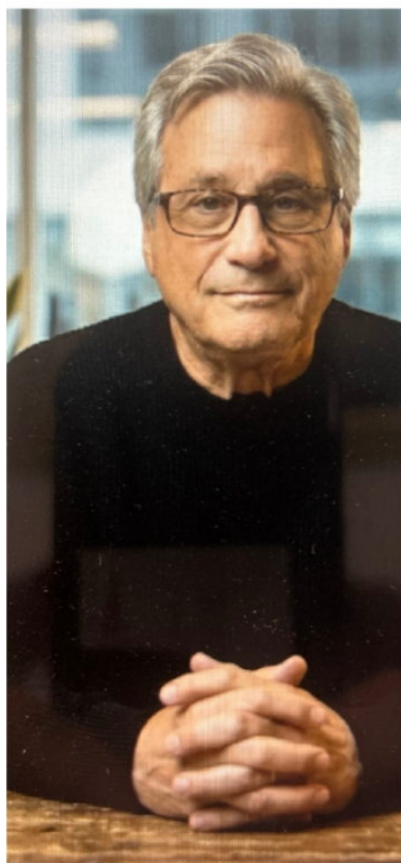


Smart buying isn't about cutting corners - it's about making every marketing dollar work harder.

I created this guide because I've seen too many businesses spend more than necessary on print and promotional products that don't deliver the value, usefulness or results they expected.

Many of those extra costs are preventable. Better planning, realistic quantities, production-ready artwork and products people genuinely use can make a meaningful difference.

Inside, I've brought together 25 practical buying principles to help you reduce waste, protect quality and get more from every print or promotional project.



**LET'S MAKE YOUR NEXT PROJECT
YOUR BEST ONE YET.**

GOOD DECISIONS TODAY LEAD TO BETTER RESULTS TOMORROW.

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WHY BUSINESSES OVERSPEND

Most businesses don't have a budget problem—they have a buying problem.

Small buying mistakes add up to BIG money left on the table.



Smart buying starts
with smart decisions.

5

LOOK BEYOND THE UNIT PRICE

The lowest price
doesn't always mean
the best value.

Quality, longevity,
and impact—
not just the
price per item—
deliver real savings.



Price is temporary.
Value is lasting.

6

BUY FOR USEFULNESS, NOT JUST LOOKS

Choose products people
will actually use.

Useful items stay in
circulation longer,
delivering more
exposure for your
brand and a better
return on your
investment.



Useful = Viable
Visible = Valuable.

7

PLANNING IS PROFIT

Last-minute orders
cost more—
sometimes a lot more.

Plan early to get
better pricing,
more options, and
peace of mind.



Early planning
saves time and money.

8

USE TIME AS A PURCHASING TOOL

The earlier you buy,
the more options
you have and
the more money
you keep.

Don't wait—
the calendar
is your friend.



**Better timing.
Better results.**

9

BUILD AN ANNUAL PURCHASING CALENDAR

Map out what you need throughout the year.

A simple plan keeps you prepared, organized, and in control of your budget.



Plan ahead.
Stay ahead.

10 CONSOLIDATE TO SAVE

Standardizing your products and vendors reduces costs, saves time, simplifies orders, and strengthens your brand.



**One look. One brand.
One smart decision.**

Standardize to Save

Consistent branding. Lower costs.

When everyone orders on their own, costs go up and your brand looks inconsistent. Standards save money and build a stronger brand.

WHEN EVERYONE ORDERS ALONE



- ✗ Different logo sizes
- ✗ Different placements
- ✗ Different colors
- ✗ Higher costs
- ✗ Weaker brand consistency

WHEN STANDARDS ARE SHARED



- ✓ Same logo size
- ✓ Same placement
- ✓ Same colors
- ✓ Lower costs
- ✓ Stronger brand identity



PRO TIP

Create brand standards and share them with your team.
It pays off every time you order.



THE RESULTS

Lower costs, faster ordering, and a brand that looks professional every time.



SMART BUYERS SAVE MORE

Small changes in how you order lead to big savings over time.



STRONG BRAND. SMART BUSINESS.

*Consistency builds trust.
Trust grows your business.*

Simplify to Save

Fewer choices. Faster decisions. Lower costs.

When there are too many options, orders take longer, mistakes happen, and costs go up.

A simple, approved selection makes ordering easy and saves money.

Too many choices cost time and money.



TOO MANY OPTIONS

- ❌ Confusion and delays
- ❌ Inconsistent quality and branding
- ❌ More back-and-forth
- ❌ Higher chance of mistakes
- ❌ Higher overall costs



SIMPLE, APPROVED SELECTION

- ✅ Easy and fast ordering
- ✅ Consistent look and quality
- ✅ Fewer mistakes
- ✅ Better control of your budget
- ✅ Lower overall costs



PRO TIP

Create a short list of approved products your team loves and use most. Keep it simple. Keep it consistent.



THE RESULT

Less confusion, faster orders, fewer mistakes, and real savings.



SMART BUYERS SAVE MORE

Making ordering simple leads to big savings over time.



STRONG BRAND. SMART BUSINESS.

A simple process delivers consistency, savings, and a stronger brand.

Quality to Save

Better quality lasts longer. Longer lasting products cost less over time.

Choosing higher quality printed and promotional products means fewer replacements, happier customers, and more value for your money.

Quality isn't expensive—replacing low quality is.



“ We don't cut corners because we know you don't want to pay twice. **”**

LOW QUALITY COSTS MORE

- ✗ Wears out or breaks quickly
- ✗ Poor print quality fades fast
- ✗ Needs to be replaced often
- ✗ Hurts your brand image
- ✗ Higher long-term costs



QUALITY SAVES MORE

- ✓ Built to last and get used
- ✓ Vibrant, long-lasting print
- ✓ Fewer replacements
- ✓ Strengthens your brand
- ✓ Lower long-term costs



PRO TIP

Invest in quality products that represent your brand well. They work harder and last longer.



THE RESULT

Better quality means fewer reorders, lower long-term costs, and clients who remember you.



SMART BUYERS SAVE MORE

Quality products reduce waste, reorders, and unnecessary costs.



STRONG BRAND. SMART BUSINESS.

Quality reflects your standards and builds trust every time.

Durability to Save

Stronger products. Less waste. Bigger savings.



Durable printed and promotional products stand up to daily use and keep your brand visible for years. When products last, your investment goes further.

“Durable products work harder for your brand—day after day.”

NOT DURABLE = MORE COSTS

- ✗ Breaks or wears out quickly
- ✗ Needs frequent replacement
- ✗ Creates waste
- ✗ Frustrates your customers
- ✗ Higher long-term costs



DURABLE = MORE SAVINGS

- ✓ Built to last and get used
- ✓ Fewer replacements
- ✓ Less waste
- ✓ Happy customers
- ✓ Lower long-term costs



PRO TIP

Choose durable products your team and customers will use over and over. It's better for your budget and the planet.



THE RESULT

Fewer replacements, less waste, lower costs, and a stronger brand that lasts.



SMART BUYERS SAVE MORE

Durable products reduce replacements, waste, and hidden costs.



STRONG BRAND. SMART BUSINESS.

Durability keeps your brand visible and builds trust every day.

Useful to Save



**Useful products get used.
Used products deliver value.**

When your branded items are useful, they stay in view and in use—keeping your brand top of mind and your investment working for you.

“ Useful products build stronger connections and better results. ”

NOT USEFUL = WASTED MONEY

- ✗ Gets ignored or tossed
- ✗ Doesn't solve a need
- ✗ Short lifespan
- ✗ No brand visibility
- ✗ No return on your investment



USEFUL = SMART INVESTMENT

- ✓ Gets used every day
- ✓ Solves a real need
- ✓ Long-lasting value
- ✓ Keeps your brand visible
- ✓ Delivers a strong return



PRO TIP

Choose items your audience will use regularly—at work, at home, or on the go.

Useful products keep your brand in front of them, every day.



THE RESULT

More visibility, more appreciation, and more impact for every dollar you spend.



SMART BUYERS SAVE MORE

Invest in useful products that deliver value and results.



STRONG BRAND. SMART BUSINESS.

Useful products build connections, trust, and long-term loyalty.

Plan Ahead to Save



Plan early. Avoid rush. Save more.

Planning ahead gives you more time, better options, and lower costs. Last-minute rushes almost always cost more.

“ A little planning today prevents paying more tomorrow. ”

LAST-MINUTE RUSH = HIGHER COSTS

- ✗ Limited product choices
- ✗ Rush fees and expedited shipping
- ✗ Higher prices
- ✗ More stress and mistakes
- ✗ Less time to plan and review



Result: Higher Costs

Less choice, rush fees, more stress, and higher prices.

PLAN AHEAD = BIGGER SAVINGS

- ✓ More product choices
- ✓ No rush fees or expedited shipping
- ✓ Better pricing and more value
- ✓ Less stress and fewer mistakes
- ✓ More time to plan and review



Result: Bigger Savings

More choices, better prices, less stress, and more value.



PRO TIP

Create an annual calendar for your marketing, events, and promotions. Plan your projects early to lock in the best pricing and availability.



THE RESULT

Early planning saves you money, reduces stress, and gives you the best results for your brand.



SMART BUYERS SAVE MORE

Planning ahead gives you more choices, better pricing, and



STRONG BRAND. SMART BUSINESS.

Smart planning leads to smart spending and stronger results that grow

Bundle to Save

More value. Lower costs. One simple order.

Bundling your printed and promotional products into one order increases value and often reduces overall costs.

One order. One shipment. More savings.



“ Bundling your order is one of the easiest ways to get more for less. ”

ORDER SEPARATELY = HIGHER COSTS

- ✗ Multiple orders
- ✗ Multiple shipping fees
- ✗ More time and effort
- ✗ Less negotiating power
- ✗ Higher overall costs



Result: Higher Costs

More orders, more fees, more stress, and more money spent.

BUNDLE TOGETHER = BIGGER SAVINGS

- ✓ One order
- ✓ One shipping fee
- ✓ Saves time and effort
- ✓ Stronger negotiating power
- ✓ Lower overall costs



Result: Bigger Savings

Fewer fees, less hassle, and more value for your budget.



PRO TIP

Create a list of everything you need over the next few months. Bundle similar items together and place one smart order.



THE RESULT

One order. One shipment. Lower costs and more value across all your printed and promotional items.



SMART BUYERS SAVE MORE

Bundling your order reduces fees, saves time, and delivers more



STRONG BRAND. SMART BUSINESS.

Smarter orders help your brand stay consistent and your budget

Buy Local to Save

Local service. Faster turnaround. Better value.



Partnering with a local print and promotional products expert gives you more than products—it gives you service, speed and savings. Keeping it local is a smart business decision.

“ When you buy local, you get more than a product — you get a partner. ”

OUT-OF-TOWN = HIGHER COSTS

- ✗ Higher shipping costs
- ✗ Longer delivery times
- ✗ Limited personal service
- ✗ Harder to solve problems
- ✗ Less support for your local community



BUY LOCAL = SMARTER VALUE

- ✓ Lower overall costs
- ✓ Faster turnaround
- ✓ Personal, responsive service
- ✓ Easy problem solving
- ✓ Supports local jobs and your community



PRO TIP

Work with a local partner who knows your business, understands your needs and can deliver quality, value and service when you need it most.



THE RESULT

Better pricing, faster service, and a long-term partner who is invested in your success.

SMART BUYERS SAVE MORE

Buy local and get better value, better service and lower total costs.



STRONG BRAND. SMART BUSINESS.

A local partner helps you look better, spend smarter and grow stronger.

Budget Smart to Save

Set a plan. Stick to it. Get more for your money.

A smart budget helps you prioritize what matters, reduce waste, and invest in quality that delivers the best long-term value.



“ A smart budget turns good intentions into better results. ”

NO BUDGET = MORE WASTE

- ✗ Unplanned spending
- ✗ Low priority purchases
- ✗ Poor quality choices
- ✗ More mistakes and reorders
- ✗ Less impact for your dollars



Result: More Waste

Higher costs, lower quality, and less impact for your budget.

SMART BUDGET = BETTER VALUE

- ✓ Planned and prioritized spending
- ✓ Invest in quality that lasts
- ✓ Better choices and fewer mistakes
- ✓ Get more value for every dollar
- ✓ Stronger results and greater impact



Result: Better Value

Smarter spending, higher quality, and more impact for your money.



PRO TIP

Set a clear budget, list your must-haves, and focus on quality items that align with your goals. Review results and adjust for even better outcomes.



THE RESULT

A smart budget helps you make better choices, maximize every dollar, and achieve stronger results.



SMART BUYERS SAVE MORE

A smart budget eliminates waste and helps you get the best value



STRONG BRAND. SMART BUSINESS.

Smart budgeting supports quality, consistency, and long-term



Quality First to Save

Better quality. Longer life. Lower costs.

Choosing high-quality products means fewer replacements, less frustration, and more value over time. Quality is an investment that pays off every time you use it.

“Quality is not an expense—it’s an investment that keeps on giving.”

LOW QUALITY = HIGHER COSTS

- ✗ Wears out or breaks quickly
- ✗ More replacements
- ✗ Poor performance
- ✗ More downtime and hassle
- ✗ Higher costs over time



Result: Higher Costs

Lower quality leads to more replacements, more frustration, and more money spent.

HIGH QUALITY = LOWER COSTS

- ✓ Built to last
- ✓ Fewer replacements
- ✓ Better performance
- ✓ Less downtime and hassle
- ✓ Lower costs over time



Result: Lower Costs

Higher quality means longer life, less hassle, and more value for your money.



PRO TIP

Look beyond the price tag. Compare quality, durability, and value. Choose products that will perform well and last.



THE RESULT

Better quality means fewer replacements, more productivity, and lower total costs for your business.



SMART BUYERS SAVE MORE

Investing in quality today saves you money, time, and frustration tomorrow.



STRONG BRAND. SMART BUSINESS.

Quality products reflect your standards and deliver lasting value for your



Think Beyond the Unit Price

The cheapest price isn't always the lowest cost.

Looking at the total cost of your order—including setup, decoration, shipping, and other fees—helps you make smarter decisions and save more in the long run.

“ Look at the total cost, not just the price tag. Smart buyers compare the true cost, not just the unit price. ”

LOW UNIT PRICE = HIGHER TOTAL COST



Unit Price:
\$1.49 each
Looks like the bargain...

ADDITIONAL COSTS	COST
⚙ Setup Charge	\$50.00
✓ Decoration (Embroidery)	\$0.75
🚚 Freight / Shipping	\$0.30
⚡ Rush Charge	\$0.15
📦 Packaging	\$0.05
TOTAL ADDITIONAL COSTS	\$1.25

ACTUAL COST PER ITEM **\$2.74** each

✗ Higher fees, rush charges, and hidden costs add up fast.

BEST TOTAL VALUE = LOWER TOTAL COST



Unit Price:
\$1.89 each
Looks higher at first...

ADDITIONAL COSTS	COST
➕ Setup Charge	\$25.00
✓ Decoration (Screen Print)	\$0.50
🚚 Freight / Shipping	\$0.15
✓ Rush Charge	\$0.00
✓ Packaging	\$0.05
TOTAL ADDITIONAL COSTS	\$0.70

ACTUAL COST PER ITEM **\$2.05** each

✓ Lower fees and better planning lead to real savings.

VS



THE BOTTOM LINE:

Don't ask, "What's the price per piece?"
Ask, "What's my total delivered cost?"



PRO TIP

Always request a detailed quote that includes all costs. Compare apples to apples, including setup, decoration, shipping, and any other fees.



THE RESULT

Lower total costs, smarter buying decisions, and more budget left for other marketing that grows your business.



SMART BUYERS SAVE MORE

Looking beyond the unit price helps you avoid hidden costs, compare true value,



STRONG BRAND. SMART BUSINESS.

Smart buyers calculate total value and invest where it delivers the biggest



Make Every Promotional Product Earn Its Keep

Buy for usefulness. Not novelty.

A product that gets used every day delivers hundreds of impressions and real value. A product that gets tossed gets you nothing—no matter how little you paid.

“ Useful products stay in their world and keep your brand top of mind. Make every item work for you. ”

LOW USE = LOW IMPACT = WASTED MONEY



Low-use items are quickly discarded or forgotten. Your brand is, too. Little use. Little visibility. Little return.



- ✗ Little to no perceived value
- ✗ Used once, then thrown away
- ✗ Low visibility for your brand
- ✗ Minimal impressions and results
- ✗ Wasted promotional dollars



RESULT: POOR RETURN

Low use means low impressions and zero long-term value.



PRO TIP

Before you order, ask yourself:
Would I personally keep and use this product?

HIGH USE = HIGH IMPACT = SMART INVESTMENT



High-use items become part of everyday life. They solve a need, get used often, and keep your brand front and center.



VS

- ✓ Solves a need or makes life easier
- ✓ Used often and kept for a long time
- ✓ High visibility for your brand
- ✓ Hundreds of impressions over time
- ✓ Stronger return on your investment



RESULT: STRONG RETURN

High use means more impressions, brand recall, and better results.



THE RESULT

Every useful product becomes a daily reminder of your brand—creating more goodwill, more referrals, and a far better return on every promotional dollar.



SMART BUYERS SAVE MORE

Invest in products people value and will use every day. The more they use it, the more



STRONG BRAND. SMART BUSINESS.

When your products earn their keep, your brand earns trust, loyalty,



Compare Before You Buy

Better comparisons. Smarter choices. More savings.

Taking time to compare prices, quality, and options helps you get the best value. A few minutes of research can lead to big savings.

“ Comparison today leads to better decisions and more savings tomorrow. ”

DON'T COMPARE = HIGHER COSTS

- ✗ Overpay for the same or less
- ✗ Miss better quality options
- ✗ Pay more for shipping and fees
- ✗ More risk of poor quality
- ✗ Miss out on better value



Result: Higher Costs

Less value, more risk, and higher costs.

COMPARE BEFORE YOU BUY = SMARTER SAVINGS

- ✓ Find the best prices and quality
- ✓ More options to choose from
- ✓ Avoid hidden fees and extras
- ✓ Lower risk and better quality
- ✓ More value for your money



Result: Smarter Savings

Better choices, better value, and more money saved.



PRO TIP

Compare at least 2-3 suppliers. Look at price, quality, shipping, and reviews to find the best overall value.



THE RESULT

Smart comparisons lead to better decisions, lower costs, and stronger results for your business.



SMART BUYERS SAVE MORE

Comparing before you buy helps you get the best value and



STRONG BRAND. SMART BUSINESS.

Smart buying supports your bottom line and helps your brand stay strong



Build Long-Term Relationships

Strong relationships. Better service. Lower costs.

Building strong relationships with trusted suppliers leads to better service, priority treatment, and exclusive savings over time. Loyalty today brings more value tomorrow.

“ Strong relationships today create lasting value and better savings tomorrow. ”

NO RELATIONSHIP = HIGHER COSTS

- ✗ No loyalty discounts or perks
- ✗ Lower priority for service
- ✗ Less flexibility on orders
- ✗ Limited support and communication
- ✗ Miss out on long-term savings



Result: Higher Costs

Fewer benefits, less support, and higher overall costs.

STRONG RELATIONSHIPS = BETTER SAVINGS

- ✓ Access to loyalty discounts and perks
- ✓ Priority service and faster response
- ✓ More flexibility on orders
- ✓ Better support and communication
- ✓ Greater long-term savings



Result: Better Savings

More benefits, better service, and lower overall costs.



PRO TIP

Communicate regularly, pay on time, be easy to work with, and show appreciation. It builds trust and opens the door to better deals.



THE RESULT

Strong relationships lead to better pricing, top-tier service, and long-term value for your business.



SMART BUYERS SAVE MORE

Strong relationships get you better pricing, exclusive perks, and



STRONG BRAND. SMART BUSINESS.

Building relationships creates trust, loyalty, and stronger results for



Make Every Promotional Product Earn Its Keep

Buy for usefulness. Not novelty.

A product that gets used every day delivers hundreds of impressions and real value. A product that gets tossed gets you nothing—no matter how little you paid.

“ Useful products stay in their world and keep your brand top of mind. Make every item work for you. ”

LOW USE = LOW IMPACT = WASTED MONEY



Cheap novelty items get tossed, forgotten, or left behind. Your brand gets tossed with them.



- ✗ Little to no perceived value
- ✗ Used once, then thrown away
- ✗ Low visibility for your brand
- ✗ Minimal impressions and results
- ✗ Wasted promotional dollars



RESULT: POOR RETURN

Low use means low impressions and zero long-term value.



PRO TIP

Before you order, ask yourself:
Would I personally keep and use this product?

HIGH USE = HIGH IMPACT = SMART INVESTMENT



Useful products solve problems and become part of everyday life. Your brand gets seen—over and over.



- ✓ Solves a need or problem
- ✓ Used often and kept longer
- ✓ High visibility for your brand
- ✓ More impressions and recognition
- ✓ Stronger return on your investment



RESULT: STRONG RETURN

High use means more impressions, brand recall, and better results.



THE RESULT

Every useful product becomes a daily reminder of your brand—creating more goodwill, more referrals, and a far better return on every promotional dollar.



SMART BUYERS SAVE MORE

Invest in products people value and will use every day. The more they use it, the more



STRONG BRAND. SMART BUSINESS.

When your products earn their keep, your brand earns trust, loyalty,

Maintain Smart Inventory Levels

Order at the right time and in the right amounts.

Running out leads to rush orders and higher costs. Ordering too much ties up cash and creates waste. Smart inventory planning keeps you prepared, controls costs, and ensures you never miss an opportunity to promote your brand.



“Preparation today prevents paying more tomorrow. Smart inventory means lower costs, less stress, and more opportunities to make an impact.”

LAST MINUTE ORDERS = HIGHER COSTS



Waiting until you run out leads to rush fees, limited choices, and higher prices.



VS

✗ Rush Production Fee	\$85.00
✗ Rush Shipping	\$65.00
✗ Limited Product Choices	Yes
✗ Less Time for Approvals	Yes
✗ Higher Stress / More Risk	High
✗ Total Additional Cost	\$150.00+



RESULT: MORE EXPENSIVE

Poor timing leads to extra fees, limited options, and missed promotion opportunities.

PLAN AHEAD & MAINTAIN INVENTORY = SMART SAVINGS



Planning ahead keeps you stocked, saves money, and ensures you're always ready to make an impact.



✓ Better Pricing	Yes
✓ No Rush Fees	\$0.00
✓ Full Product Selection	Yes
✓ Time for Approvals	Yes
✓ Lower Stress / Less Risk	Low
✓ Total Additional Cost	\$0.00



RESULT: SMARTER SAVINGS

Better planning means lower costs, more choices, and a stronger return on your promotional dollars.



PRO TIP

Track your usage and reorder before you run low. Create a simple reorder schedule for your most-used items. It saves money and keeps you ready.



THE RESULT

You stay prepared, save money, avoid rush fees, and never miss an opportunity to promote your brand effectively.



SMART BUYERS SAVE MORE

Good inventory management reduces costs, improves cash flow,



STRONG BRAND. SMART BUSINESS.

Be prepared, control your costs, and consistently show up with the

Put These 25 Ideas to Work

You now have 25 proven ways to save money on your next print or promotional order. The key is putting them into action. Use this simple checklist to help you plan smarter, buy better, and keep more in your budget.



“ Small changes in the way you buy can create big savings for your business. ”

YOUR SMART BUYER CHECKLIST

-  **1. Identify Your Next 3 Upcoming Projects**
Look ahead and plan for what's coming so you can prepare and save. ☐
-  **2. Establish Realistic Quantities and Deadlines**
Order the right amount at the right time to avoid rush fees and waste. ☐
-  **3. Review What You've Ordered in the Past**
Learn from past orders to make better choices in the future. ☐
-  **4. Decide Which Products People Will Actually Use**
Useful items get used. Used items promote your brand. ☐
-  **5. Prepare Production-Ready Artwork**
Good artwork helps avoid delays, mistakes, and extra charges. ☐
-  **6. Consolidate Opportunities Where Possible**
Combine projects and products to increase quantities and lower costs. ☐
-  **7. Compare Total Delivered Cost—Not Just Unit Price**
Look beyond the price per piece to see the real cost of your order. ☐
-  **8. Establish Brand Standards**
Consistent products, logos, and colors build brand strength and save money. ☐
-  **9. Work with One Knowledgeable Partner**
A trusted partner helps you find savings, avoid mistakes, and get better results. ☐
-  **10. Ask Where Additional Savings May Be Available**
Never be afraid to ask—your partner may have ideas you haven't considered. ☐



You don't need to use all 25 ideas at once.

Start with three or four. Small improvements in the way you purchase can add up to significant savings over the course of a year.



THE SMART BUYER'S ADVANTAGE

When you plan ahead, buy smart, and work with the right partner, you'll save money, strengthen your brand, and make the biggest impact with every dollar you spend.



**SMART BUYING.
STRONGER BRAND.
MORE SAVINGS.
BETTER RESULTS.**

THANK YOU!

Smart Choices. Stronger Brand. Better Results.

You now have 25 proven ways to save money
on your next print or promotional order.

Every smart way in this guide is designed to help you
spend less, get more, and make every promotional
dollar work harder for your business.



**Remember: It's not about spending less.
It's about spending smarter.**



WHAT SMART BUYERS ACHIEVE



LOWER COSTS

Reduce waste,
avoid extra fees,
and save more.



BETTER RESULTS

Quality products
people use create
stronger impact.



STRONGER PARTNERSHIPS

Work with a trusted
partner who looks out
for your best interest.



MORE EFFICIENCY

Better planning and
processes save time
and reduce stress.



BRAND GROWTH

Consistent, useful
promotional products
build your brand daily.



WE'RE HERE TO HELP YOU SUCCEED

At Proforma Print Solutions, we make it easy to get the right products,
at the right price, with the right impact.

Let's work together to bring your brand to life and your budget to life.

PROforma
Print Solutions

One Source. Infinite Resources.

KEEP LEARNING. KEEP GROWING.



Want more tips, trends, and ideas?

Visit our website or follow us on LinkedIn
for resources that help you market smarter
and grow your business.

 www.proformaprintsolutions.com
 [linkedin.com/company/proforma-print-solutions](https://www.linkedin.com/company/proforma-print-solutions)

A FINAL WORD

“

*The most successful businesses are
not just good at what they do.
They are smart about how they do it,
including how they spend.*

**Keep making smart choices.
Keep building your brand.
Keep winning.**

”



THANK YOU FOR TRUSTING THIS GUIDE

We appreciate the opportunity to be part of your success.

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ACTION PLAN

Put These 25 Ideas to Work

A smart plan leads to smarter spending.

Use this action plan to keep your purchases on track, stay within budget, and get more value from every order.



-  **Identify** your next 3 upcoming projects.
-  **Establish** realistic quantities and deadlines.
-  **Review** what you've ordered in the past.
-  **Decide** which products people will actually use.
-  **Prepare** production-ready artwork.
-  **Consolidate** opportunities where possible.
-  **Compare** total delivered cost—not just unit price.
-  **Establish** brand standards.
-  **Work** with one knowledgeable partner.
-  **Ask** where additional savings may be available.



THE BOTTOM LINE:

Smarter buying means lower costs, better quality, and stronger results.



**BUY SMARTER.
SPEND WISELY.
GET MORE VALUE.**



You don't need to use all 25 ideas at once.

Start with three or four. Small improvements in the way you purchase can add up to significant savings over the course of a year.



THANK YOU FOR TRUSTING THIS GUIDE

Smarter choices. Better branding. Greater results.
Here's to buying smarter!

FINAL THOUGHTS

Small Changes. Big Impact. Real Savings. Real Results.



Every smart way in this guide is designed to help you spend smarter, waste less, and get more value from every print or promotional dollar.

**The key is not just knowing these ideas—
it's using them consistently.**

When you do, your brand gets stronger,
your budget goes further, and your business wins.



THE POWER OF SMART BUYING



REDUCE WASTE

Eliminate extra costs, mistakes, and unused items.



GET MORE VALUE

Quality products and smart choices deliver better results.



BUILD STRONGER RELATIONSHIPS

Consistent branding and reliability build trust and loyalty.



SAVE TIME

Better planning and processes free up time for what matters.



GROW YOUR BRAND

Smart decisions today create a stronger, more memorable brand.



REVIEW. PLAN. SAVE.

Use this quick checklist to put these ideas into action.

- | | |
|---|--|
| ☐ Review your upcoming projects and needs | ☐ Establish and follow brand standards |
| ☐ Keep only what supports your brand and goals | ☐ Prepare print-ready artwork |
| ☐ Plan ahead to avoid rush charges | ☐ Compare total delivered cost, not just unit price |
| ☐ Consolidate orders whenever possible | ☐ Work with a trusted promotional partner |
| ☐ Choose useful items people will keep and use | ☐ Ask about additional ways to save |



PRO TIP

Pick 3–5 ideas from this guide to focus on first. The more you apply them, the more you'll save!

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Give us a call

We're here to answer your questions and help with your next project.

A PARTNER YOU CAN COUNT ON

“ We don't just sell products.
We help you solve problems, save money,
and achieve your goals.

**Thank you for the opportunity to
earn your business and look forward
to helping you succeed!** **”**

ABOUT PROFORMA PRINT SOLUTIONS



One Source.
Infinite Resources.

We make it easy to get the right products,
at the right price, with the right impact.



THANK YOU FOR TRUSTING THIS GUIDE

We appreciate the opportunity to be part of your success.

Here's to your continued growth and savings!

THANK YOU!

Smart Buying. Stronger Brand. Better Bottom Line.



You've reached the end of our guide, but this is just the beginning of the savings and success you can achieve.

Thank you for allowing us to be part of your journey.

We look forward to helping your brand grow for years to come!



THE DIFFERENCE SMART BUYERS MAKE



SAVE MORE

Cut unnecessary costs and eliminate waste.



GET BETTER QUALITY

Choose products that deliver value and make an impact.



BUILD TRUST

Consistency and reliability create stronger relationships.



WORK SMARTER

Better planning and processes help you save time and stress.



GROW YOUR BRAND

Smart decisions today lead to stronger results tomorrow.



LET'S CONTINUE THE CONVERSATION

Every business is unique, and we're here to help you find the right solutions for your goals.

Contact us today for a free consultation.

Let's create a plan that saves you money and grows your brand.



LET'S CONNECT

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Thank you for the opportunity to earn your business and look forward to helping you succeed!



KEEP THIS GUIDE HANDY



Use these 25 proven ways as a reference for every print or promotional project.

Smart decisions today lead to lasting results.



THANK YOU FOR TRUSTING THIS GUIDE

We appreciate the opportunity to be part of your success.
Here's to your continued growth and savings!

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YOU'RE ALL SET!

Thank You for Reading and Taking Action!



We hope these 25 proven ways help you make smarter decisions, save money, and get more from every project.

**Smart buying today.
Stronger brand tomorrow.**

We appreciate the opportunity to support your success.



WHEN YOU PARTNER WITH PROFORMA PRINT SOLUTIONS, YOU GET:



EXPERT GUIDANCE

We help you choose the right products and solutions.



BETTER PRICING

Competitive prices without sacrificing quality.



QUALITY YOU CAN TRUST

Proven products from trusted suppliers.



PERSONALIZED SERVICE

Real people.
Real answers.
Real support.



TIME SAVINGS

We handle the details so you can focus on your business.



STRONGER RESULTS

Strategic decisions that drive growth and brand success.



LET'S KEEP BUILDING YOUR SUCCESS

Every business is different, and we're here to help you find the right solutions for your goals.

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Let's create a plan that saves you money



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