



# The Value of Print Services

WHITEPAPER TWO BY ROUND TABLE PROCUREMENT SERVICES

PHOTO BY DOMINIKA ROSECLAY

In an age of digital media, it might be easy to tag print as an ‘old-school’ way to communicate but that would be a mistake. Whether it’s annual reports, brochures or program materials, the printed word is alive and well in the nonprofit sector.

Still, the media industry has evolved and printing companies have responded with more sophisticated services to meet more nuanced needs. But not all print suppliers have responded equally.

Through our work with clients, Round Table has had the opportunity to work closely with high quality print suppliers in Canada. Whether you need a simple re-order of business cards, postcards, brochures, banners etc. or you’re looking to create a new campaign, we have seen how a good print strategy that includes a strong supplier partner can be invaluable in having your message stand out from the crowd.

Next: **Top Three Best Practices for Print Suppliers >>>**



# Top Three Best Practices for Print Services



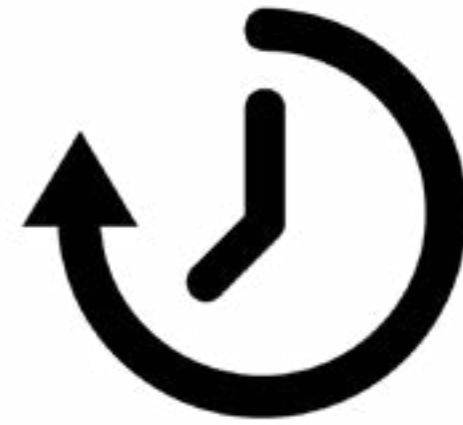
## 1 VALUE-ADD SERVICES

Creating complementary print and digital assets can help your nonprofit meaningfully engage a broader audience. This “trans-media” approach is considered best practice by marketing experts. But, as with many new ideas: easier said than done. This is where a high-quality print supplier comes in handy. The best suppliers provide design support and other value-add services that can help your team execute a transmedia campaign.



## 2 MODERN TECHNOLOGY

Fresh ideas, new finishes and environmentally-friendly options abound! We recommend nonprofits consider suppliers who use modern print technology, inks and paper that will deliver a clean, consistent end product and achieve a high visual impact with low environmental impact. The proliferation of automation technology has also reached the print industry, making service delivery more efficient and more focused on quality.



## 3 DELIVERY OPTIONS

In whitepaper one titled ‘[Shop Smart: The Case for Delivery over Drop-in](#)’ we discussed the value of delivery when it comes to purchasing office supplies for nonprofits. The same rings true for print materials. Print suppliers that give you the option of ordering online, by phone or by email, as well as convenient tracking methods, will save you time and money and allow you to focus on serving your community.



# Print ain't dead, it's just different.

Through our work with leaders in the sector, we observed that print services is an area ripe with opportunity for improved spending. It's one of the most common categories of spending amongst nonprofits and it can get expensive. Often we have seen print services take up a bigger portion of the budget than any other purchase category within nonprofits. This is made worse in the case of small nonprofit organizations who don't require a large enough total printing volume for suppliers to be able to offer price discounts. **We know it's possible for nonprofits to get better return on their print services spending.**

There's no doubt we live in a digital age but the Print industry has definitely stepped up its game. It's worthwhile for your organization to reconsider how it uses printing services and the suppliers it partners with to get the job done.

**Find out how Round Table can help on the next page >>>>**



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# We can help you find a great supplier

## Preferred Supplier Program

The Preferred Supplier Program allows nonprofits to take advantage of special high-value purchase agreements (deals!) on an ever-increasing list of products and services from reputable providers. This service is great news for small and medium nonprofits and is **completely free**. **Become a member today: <http://rtps.ca/signup.php>**

## Supplier Selection

There are always opportunities to reduce spending. Our cost reduction processes are designed to pursue them and realize immediate improvements. Our team can lead and implement a wide-range of strategic solutions that result in a win/win service agreement with a Print supplier that contributes real value to your marketing, communication and/or program delivery initiatives.





# About Round Table



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**We go beyond traditional practices to get great results.**

Most procurement professionals are very good at the core purchasing skills but, our experience has led us to broaden our approach to achieve maximum benefits for our clients.

**We save organizations time, money and headache.**

Professional procurement is about understanding what is needed and how best to get it. By focusing on procurement, Round Table can offer nonprofit organizations the expertise needed to increase benefits and reduce risk associated with spending money.

**We offer practical solutions for nonprofits of all sizes.**

Round Table achieves cost savings, quality improvement and operational efficiencies by offering a spectrum of practical procurement solutions.

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# Whitepapers by Round Table Procurement Services

Have a topic you'd like us to cover in future publications?  
Let us know! [info@rtps.ca](mailto:info@rtps.ca)

For more Best Practices...



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The Prudence of Procurement Policies and Procedures

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RFPs: When NOT to use them

"Plus" icon by Mert Güler, TR

"environmentally friendly" icon by Gregor Cresnar

"Time" icon by Richard de Vos, NL

