



Top 3 Factors to Consider When Selecting A Technical Printing Partner

Choosing the right technical printing supplier can make an impact on your business operations and your bottom line. A reputable supplier provides more than just the product; they should also bring value in how they work with their customers while delivering dependable time fulfillment and technical expertise.

We are sharing three key factors to consider when vetting and selecting a technical printing partner that will increase your chances of engaging in a successful supplier relationship.

How do they navigate customer relationships?

The walk goes further than the talk. It's not enough for a supplier to say they are customer-focused but they also should be able to show it. When you're vetting technical printing companies, ask questions regarding the companies' positions on:



Flexibility: How flexible is the company willing to be to meet your specifications and needs? A company that is well-versed in customer relations will be willing to adapt their practices to meet the needs of their customers, whether that's producing exact quantities of products, allowing variable ordering cadences, or even entering orders and invoices directly in the customer's software systems.



Long-Term Relationship Building: How does the company build long term customer relationships? If the company's customers have been with them for several years (or longer!), then you can assume that the company will do everything that they can to ensure that you have a positive experience with their team. After all, long-term customers tend to be happy customers!



Customer Service: If a customer has a negative experience, how does the company respond? Companies that have dedicated customer service teams will work to ensure that any mistakes or complaints are promptly resolved. Look for companies with positive reviews and ratings - these will tell you how the company has reacted to mistakes in the past.

What is the extent of the company's experience?

While the length of time they've been in business is helpful context, look beyond longevity. Can the supplier speak to and provide examples of their:



Market Experience: Is the supplier a generalist or do they have experience and knowledge of your market segment? Some industries come with stringent regulations so it's important that your partner is aware of these and can ensure industry standards are met.



Business Evolution: How has the business adapted and changed their operations to account for economic downturns, shifts in market needs, and other unexpected changes? How a supplier addresses and adapts to their own business' needs, may reflect how they will adjust to yours.



Continuous Innovation: How is the business ensuring their operations and their employees are staying up to date with industry trends, as well as environmental and technological changes? Companies that stay in the forefront of technical printing take into account new ordering techniques, continuous equipment and process updates, and ongoing employee growth.



Social Proof: An even stronger testimonial is speaking directly to customer references. A supplier's willingness to let you converse with their existing customers will give you a good idea of how the company will treat you as their customer.

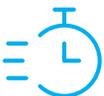


What does their supply chain look like?

Enlisting a technical printing partner means adding their supply chain to yours. It's important to have an idea of what their processes consist of to understand how it integrates with your own.



Location: Where is their supply chain based? Whether domestic or international, there is no correct answer to which is better. That decision lies with you. However, it is important to understand where and how the supplier sources and operates to get a sense of available materials, lead times, and processes.



Agility: When issues arise, how does the business adjust and resolve? Do they have alternative solutions in advance? Strong partners anticipate their customers' needs and practice agile manufacturing.



Quality Certifications: Do they have proof of their quality management? At the end of the day, the quality of the finished product matters. Businesses work hard to obtain and maintain quality management certifications. Certifications such as the ISO 9001:2015 demonstrate an organization's ability to consistently provide products and services that meet customer and applicable regulatory requirements.