



Agencies invited to print their own money

The Director of a Staffordshire print company is encouraging design houses and advertising agencies to add additional revenue to their business, by offering digital printing services.

Stephanie Onion, Director at Cannock-based Print Monster, says by adding digital printing to its portfolio of services, businesses can create another way to generate profits, without spending money on additional staff or machinery.

Print Monster, based on the Rumer Hill Business Estate, have been part of the printing industry for the last 20 years. They specialise in working on behalf of design houses, advertising agencies, and marketing agencies.

Stephanie says the need for digital print is growing rapidly, and businesses such as print management companies, design houses, and advertising agencies, should embrace this growth, while adding profit to their bottom line.

The companies could recruit more sales staff to win more business, or invest in new software to increase their in-house capabilities, for example offer CAD or 3D visualisation as an extra service. However, both of these mean a significant outlay of cash in recruitment, training, and purchasing expensive software.

“Businesses want to continue to grow at a manageable rate, but companies are nervous about spending large sums of money on new personnel, and new equipment, following the recession.” Stephanie said.

“An alternative is to simply add digital printing to your portfolio of services. At Print Monster, we pride ourselves in providing an excellent, reliable service along with exceptional quality to many design agencies and print management companies.” added Stephanie.

Dominic Oughton, from Pi Squared Consulting, says the service from PrintMonster is second to none:

“I have been using Print Monster for almost five years now. I’ve found their service and quality to be excellent – they often go the extra mile to ensure an urgent project is despatched on time, or checking that instructions are clear.”

“I have recommended them to all of my colleagues, and they are now the default provider for all the team’s printing needs,” added Dominic.

For more information on PrintMonster’s services, please call 01543 462 323.

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For more information, please contact Stephanie Onion. steph@printmonster.org or call 01543 462 323