

Everything you need to know about Print on Demand

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www.digitalculturenetwork.org.uk

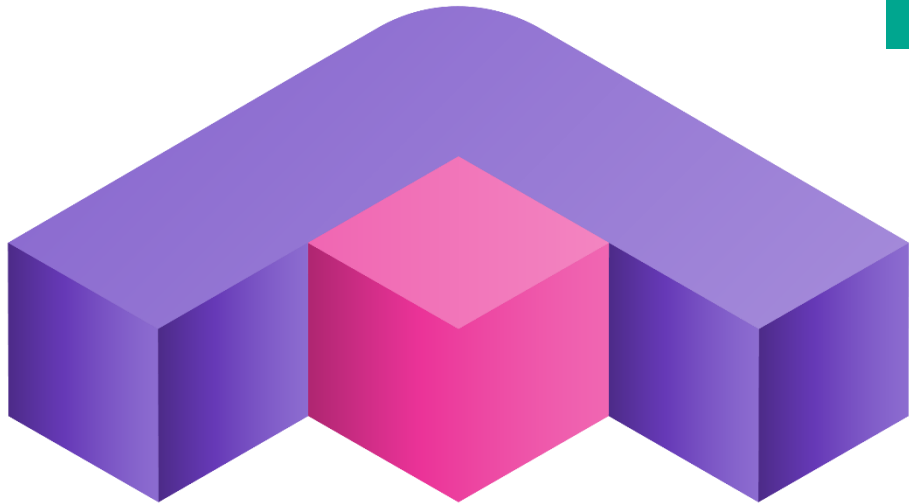


Guest speakers:



Ian Barham
Head of Business Development
King & McGaw

**KING &
MCGAW**



Mark Ryan
Print on Demand business owner
and consultant

 **Fanbace** BETA

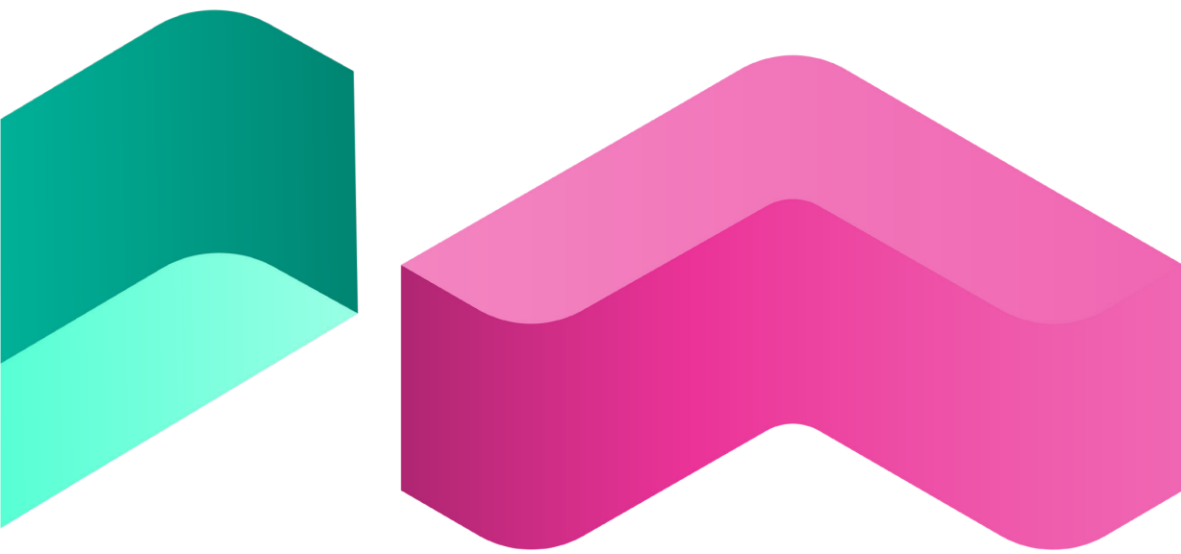


Agenda

Introduction

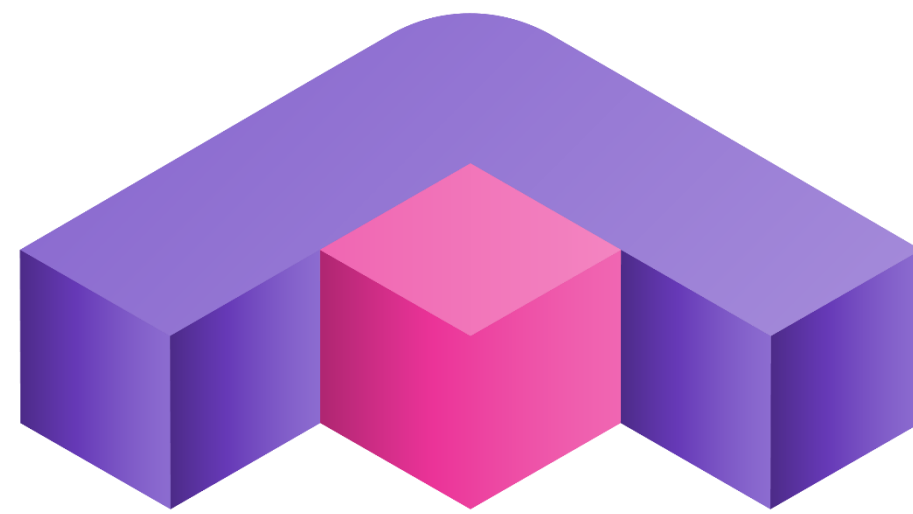
1. What is Print on Demand?
2. How does it work?
3. Pros and Cons for Print on Demand
3. Our experts top tips and best practice
4. Live Q&A

What is Print on Demand?



Print on Demand definition:

A business model that allows sellers to **produce items of their catalogue only** when a **customer demands** it.



The manufacturer will then **create the product** and **manage the delivery** to the end customer.

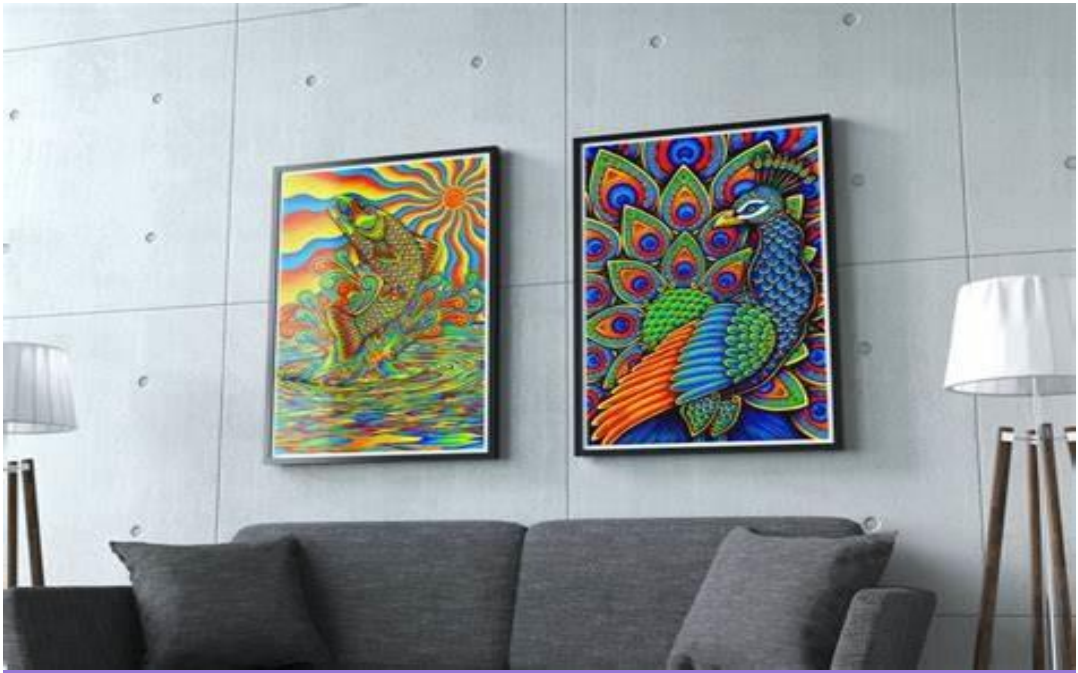
Most typical items for Print on Demand



APPAREL



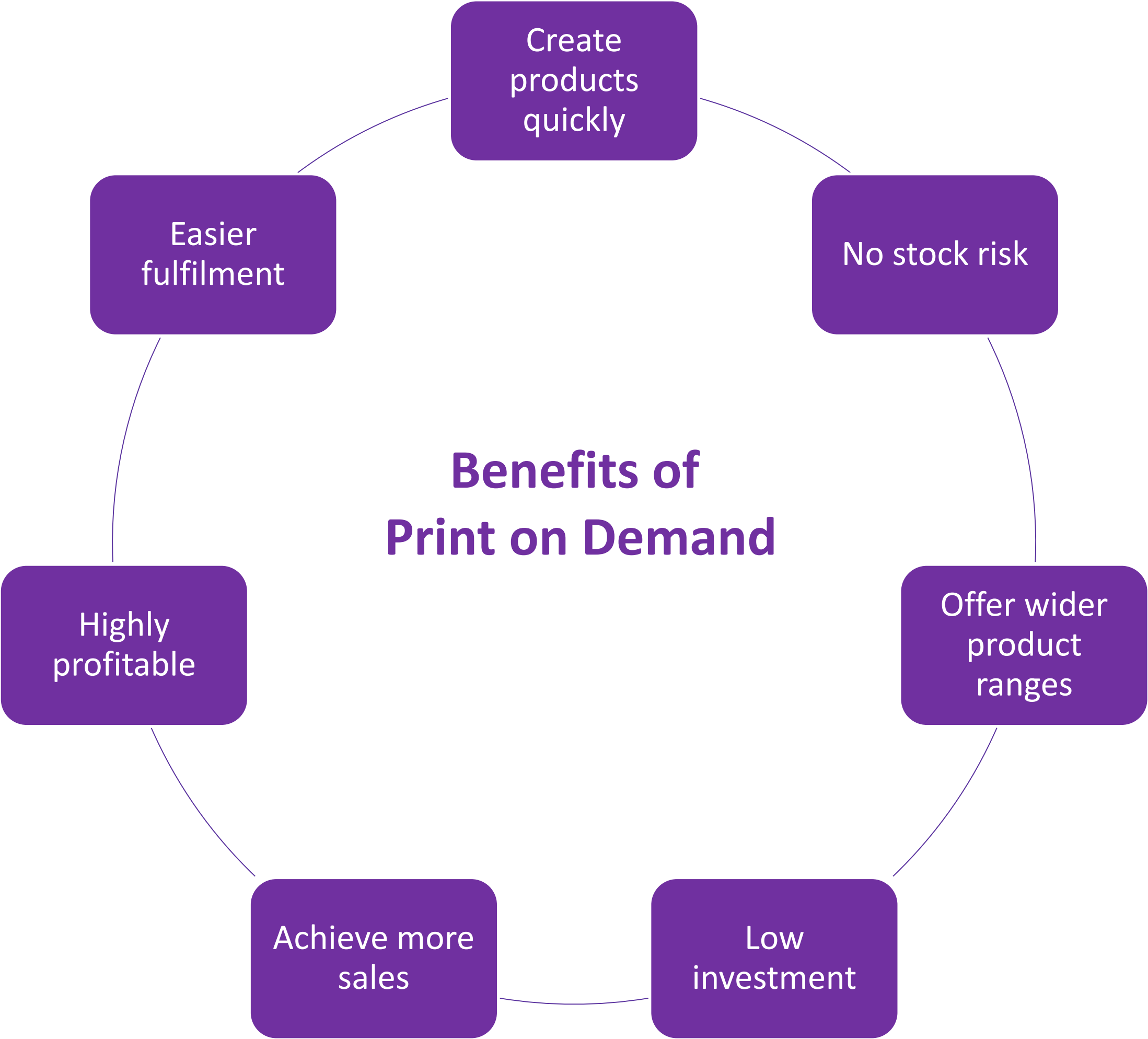
STATIONERY



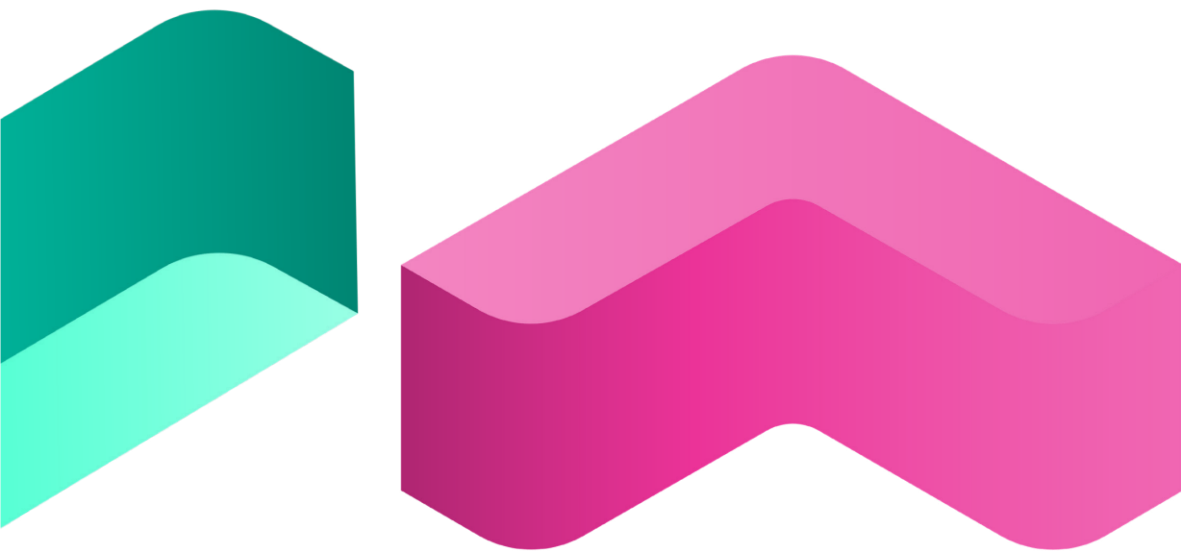
WALL ART



BOOKS

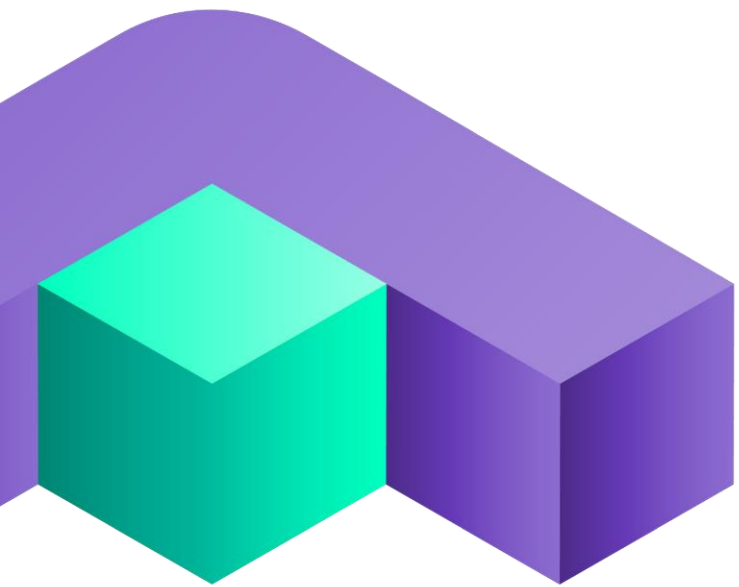


How does it work?



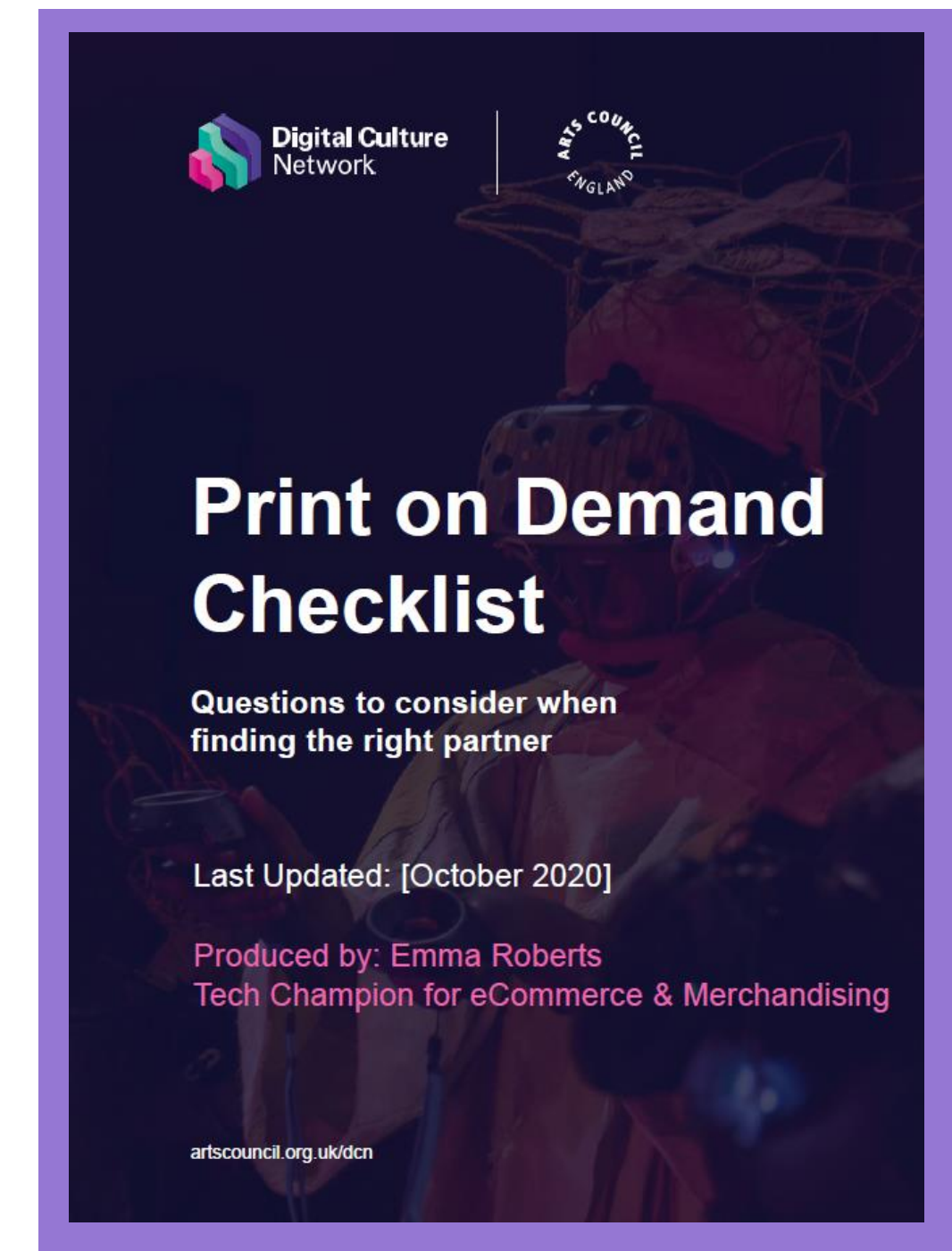
How does Print on Demand work?

<https://hubblecontent.osi.office.net/contentsvc/videohostpage/video?lcid=1033&syslcid=2057&uilcid=1033&app=3&ver=16&build=16.0.12527&platform=Win32&streamsso=true&appCorrelation=BA611567-AACA-48C3-87D30CCC5D0ABB74&url=https%3A%2F%2Fwww.youtube.com%2Fembed%2FF2677QEXKQ%3Ffeature%3Dembed>



Most Print on Demand suppliers will be able to do the following:

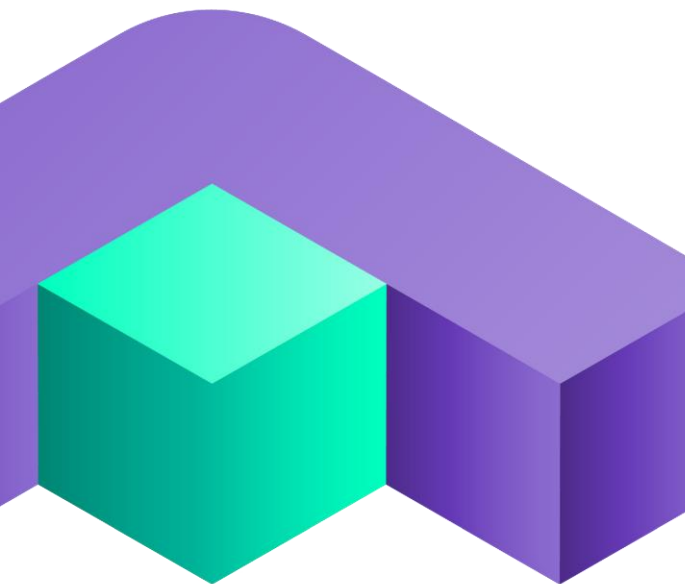
1. Be **free to set up** an account
2. Be able to **connect to your** eCommerce **store**
3. Provide a **product mock up** generator
4. Provide an integration to **automate your orders** from your online shop
5. Take care of the **fulfilment and shipping**
6. Provide **profitable** product **margins**



Book publishing with Print on Demand

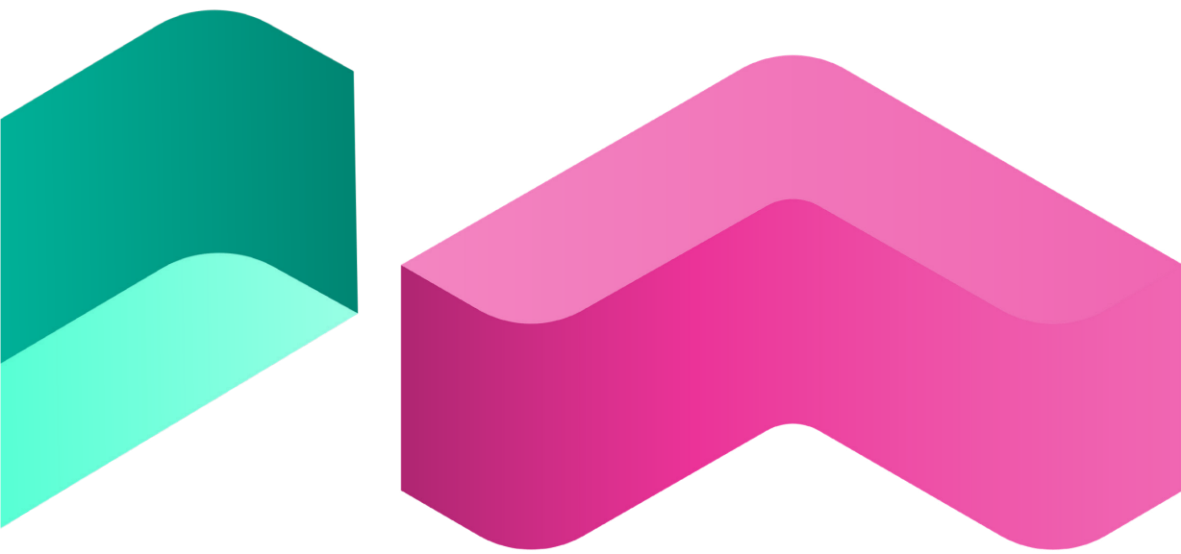
<https://www.blurb.co.uk/> -
<https://hubblecontent.osi.office.net/contentsvc/videohostpage/video?lclid=1033&syslclid=2057&uilclid=1033&app=3&ver=16&build=16.0.12527&platform=Win32&streamssso=true&appCorrelation=BA611567AACA48C387D30CCC5D0ABB74&url=https%3A%2F%2Fwww.youtube.com%2Fembed%2Fhqbo0UbVwuU%3Ffeature%3Dembed>

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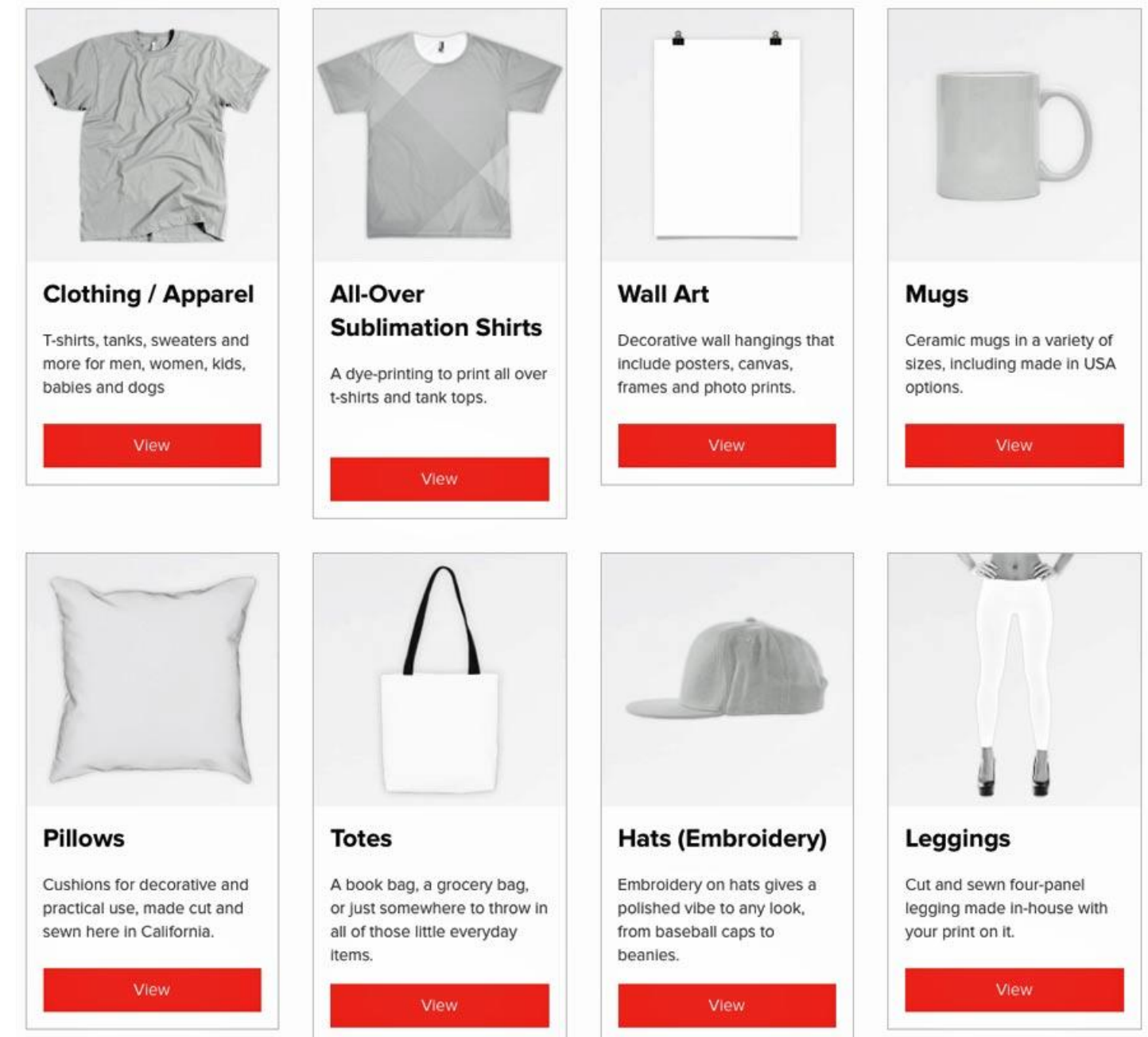
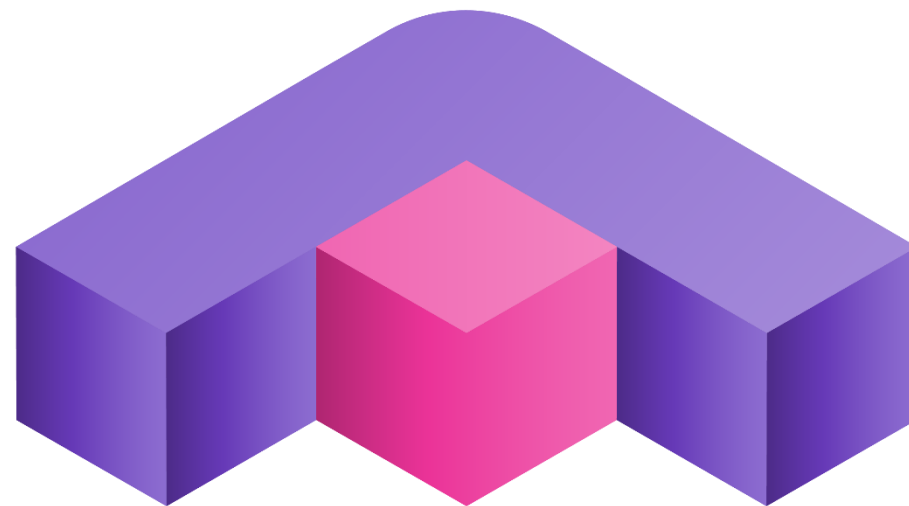


Pros and Cons for Print on Demand



Print on Demand Pros:

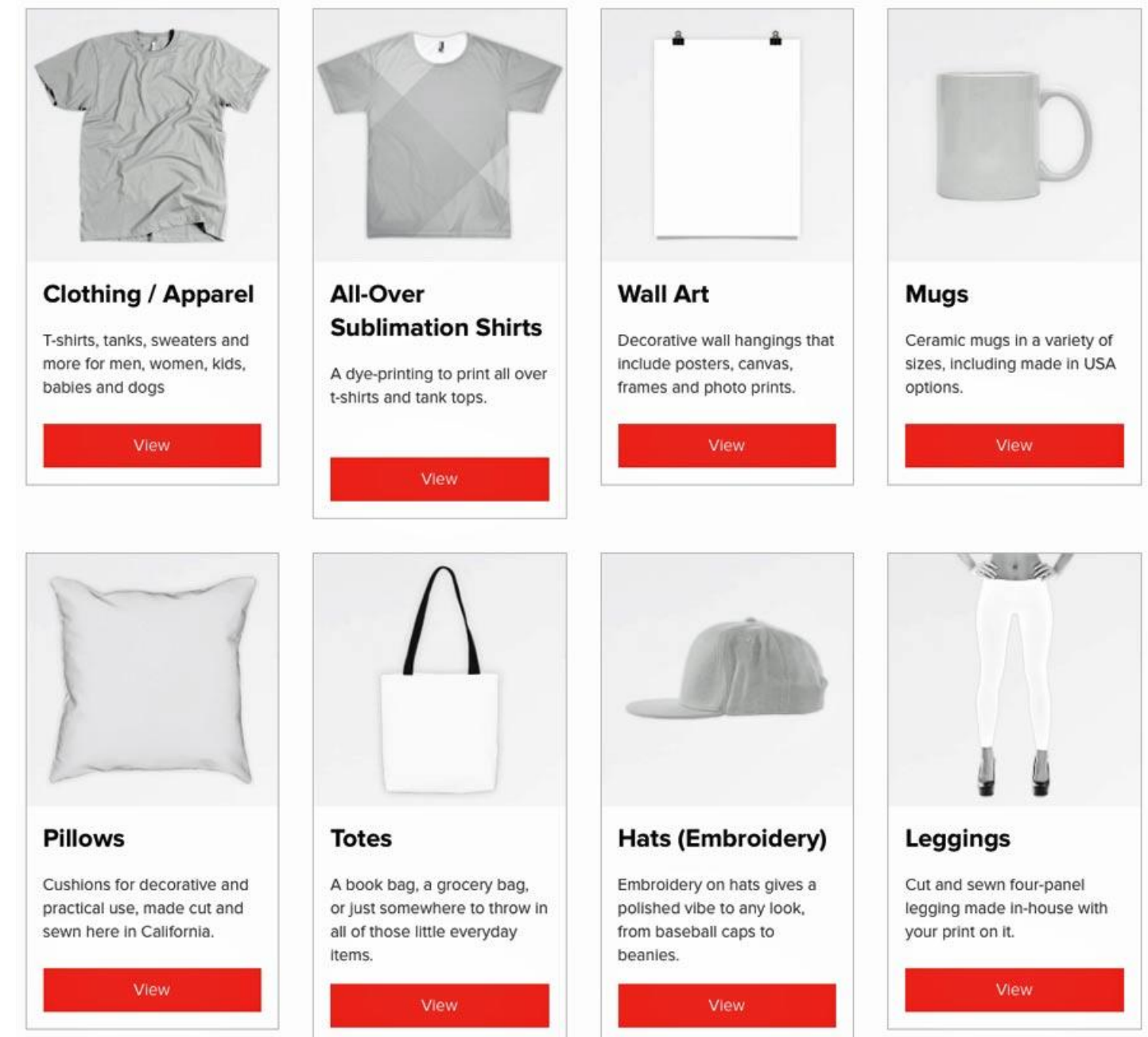
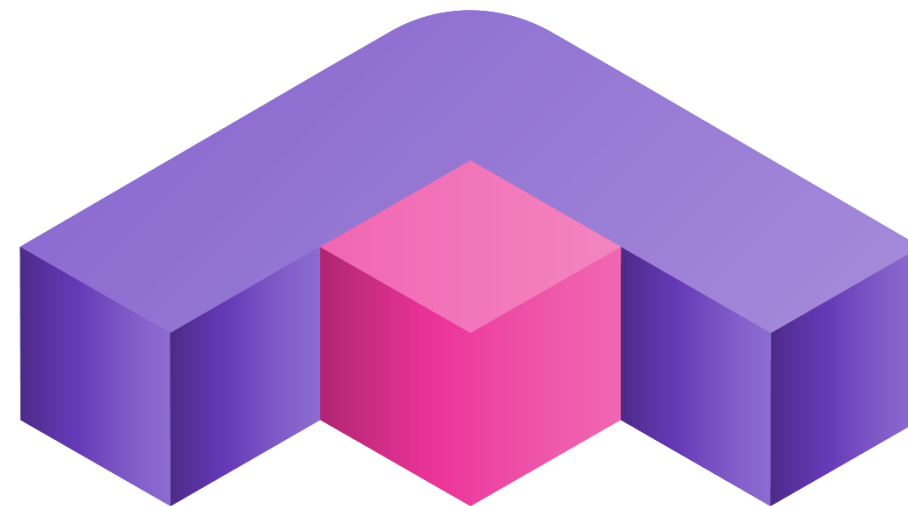
- Create a range of products quickly
- The supplier deals with the **Shipping** and fulfilment
- **Low investment** - as no stock inventory held
- **Test ideas** at low risk
- **Agile business model**



Print on Demand Cons:

- **Costs of goods** will be more expensive
- May need to price items higher
- Works **best at volume**
- Could have **less control over shipping costs**
- **Limited product customisation** – e.g. printing techniques vs product mix
- **Shipping times** can differ
- **Quality** may differ

TOP TIP: ALWAYS GET SAMPLES



Who is using Print on Demand?



tamburlaine.art

HOME

PAINTINGS

PRINTS

DRAWINGS

ALL PRODUCTS

ABOUT ME

Get 10% off your first purchase by using TAMART10 at Checkout

CONTEMPORARY PORTRAIT PAINTINGS

1/3

<

>

Shop now

PAINTINGS

VIEW ALL

PRINTS

VIEW ALL

DRAWINGS

VIEW ALL

About my work

Tamburlaine Robb-John is a self taught mixed media artist from Margate, United Kingdom. Creating bold and expressive art from memory, his faces and figures evolve from a stream of consciousness.

THE PASTEL COLLECTION

VIEW ALL

Just Do You - Acrylic on Canvas - 50cm x 63cm
£365

New Forms - Acrylic on Canvas - 50cm x 63cm
£365

Take Five- Acrylic on Canvas - 50cm x 63cm
£365

Daydream- Acrylic on Canvas - 50cm x 63cm
£365

Minds Eye - Acrylic on Canvas - 50cm x 63cm
£365

Uman - Acrylic on Canvas - 50cm x 63cm
£365

The Dream - Acrylic on Canvas - 50cm x 63cm
£365

Lovely Start- Acrylic on Canvas - 50cm x 63cm
£365

How It Goes - Acrylic on Canvas - 50cm x 63cm
£365



THE DREAM - GICLEE PRINT

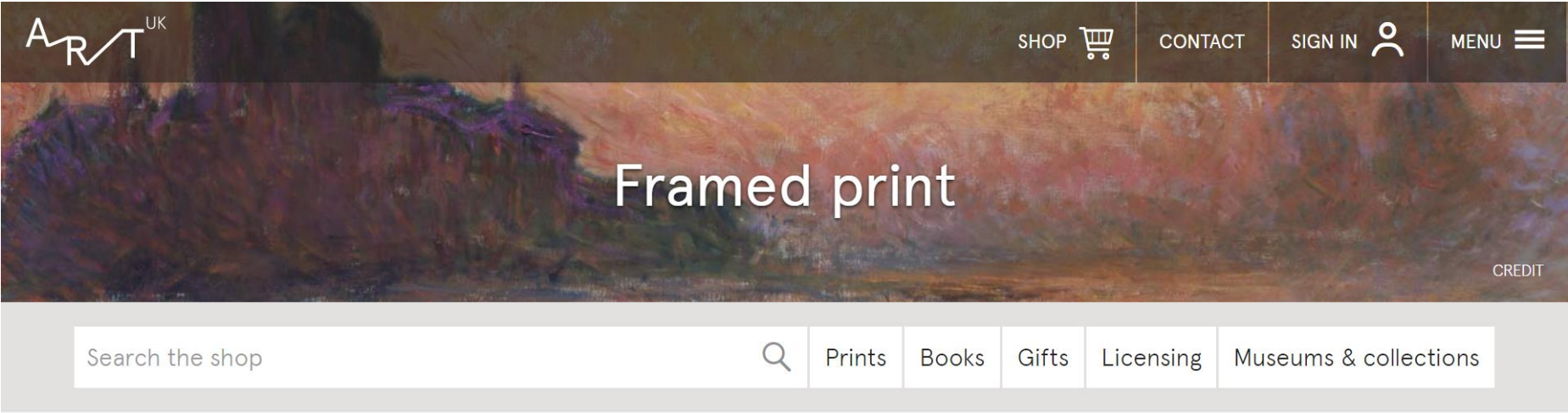
£40.00
Tax included.

SIZE	QUANTITY
A4- 21.1 cm x 29.9 cm, 8.3 inches x 11.8 inches	<div>- 1 +</div>

ADD TO CART

Buy with **PayPal**

[More payment options](#)



[Switch to room view](#)

- Art print
- Framed print
- Image licence

Buy a framed print of Dark Sea (The Wave)

Ayrton, Michael, 1921–1975
Ferens Art Gallery

Size
385mm x 287mm (up to A3)

Choose a finish
Matt (230gsm)

Change frame

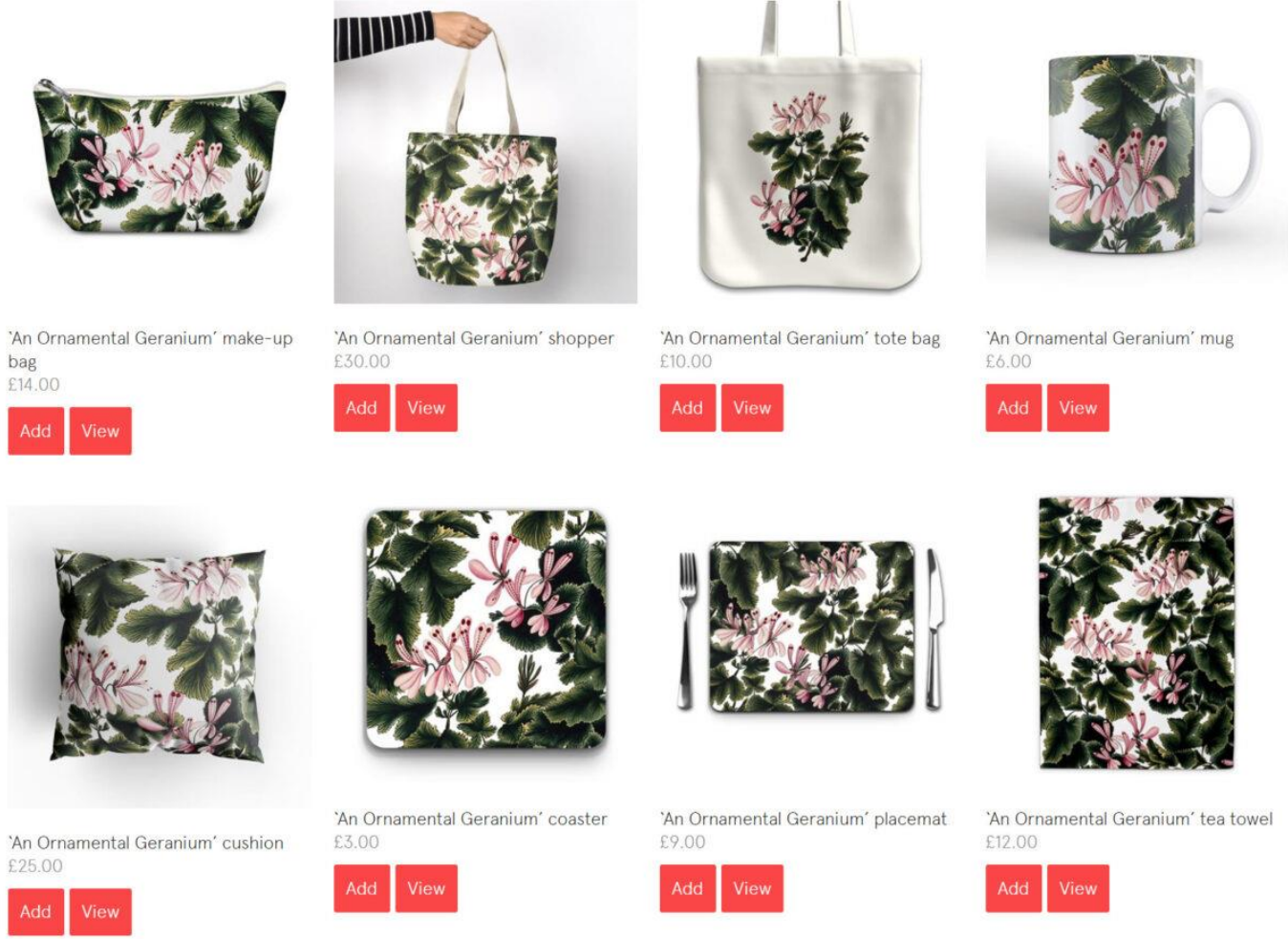
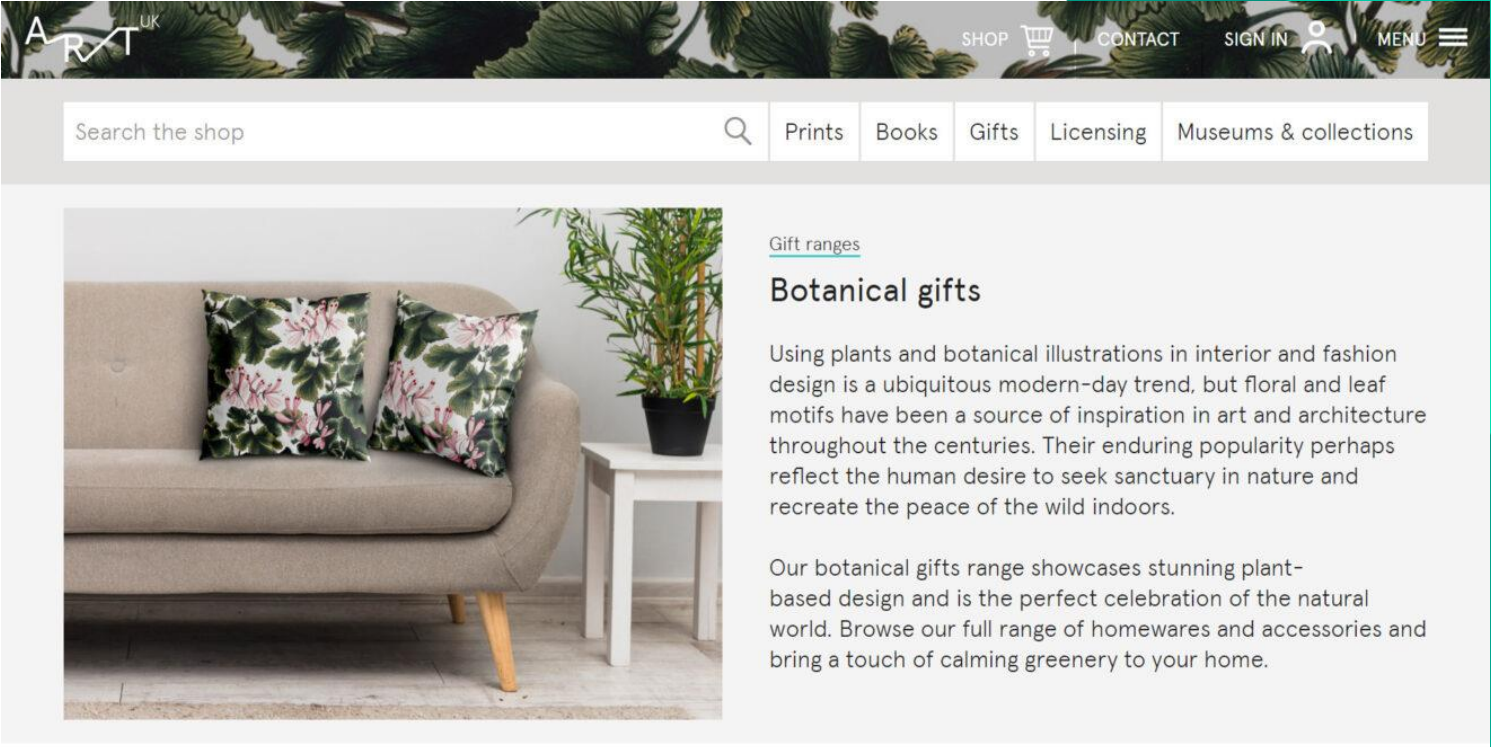
Number of mounts?
One

Mount style
Everyday

Choose top mount
Soft White

£79.63

Add to basket



Explore more



Dora Gordine gifts

The Art Matters range

Art cushions



TATE SHOP

Tate Home

+44 (0)20 7887 8888

Sign In

Q

£0.00

EXHIBITIONS

CHRISTMAS

PRINTS

EDITIONS

BOOKS

FASHION

HOME

KIDS

MEMBERSHIP

PRINTS

Fine art prints featuring artworks from our collection and exhibitions, plus signed editions from living artists.

View all →

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PRINTS BY ARTIST A - Z

Shop now →

Matisse: Blue Nude II

£25

David Hockney A Bigger Splash 1967 poster

£10

PRINTS BY COLOUR

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PRINTS BY THEME

Shop now →

VIEW ALL PRINTS

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Georgia O'Keeffe: From the Lake No. 1

£25

Heron: Azalea Garden

£25

OUR FAVOURITES

The Colours of London poster

£10

CUSTOM PRINT

Matisse: Blue Nude II

From £25

CUSTOM PRINT

Heron: Azalea Garden

From £25

CUSTOM PRINT

Georgia O'Keeffe: From the Lake No. 1

From £25

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EXHIBITIONS

CHRISTMAS

PRINTS

EDITIONS

BOOKS

FASHION

HOME

KIDS

MEMBERSHIP

Andy Warhol

Debbie Harry

1980

Room image

Room colour

Choose print type

Choose print size

Choose frame type

Fine art print

More about print types

Twitter

Facebook

Email

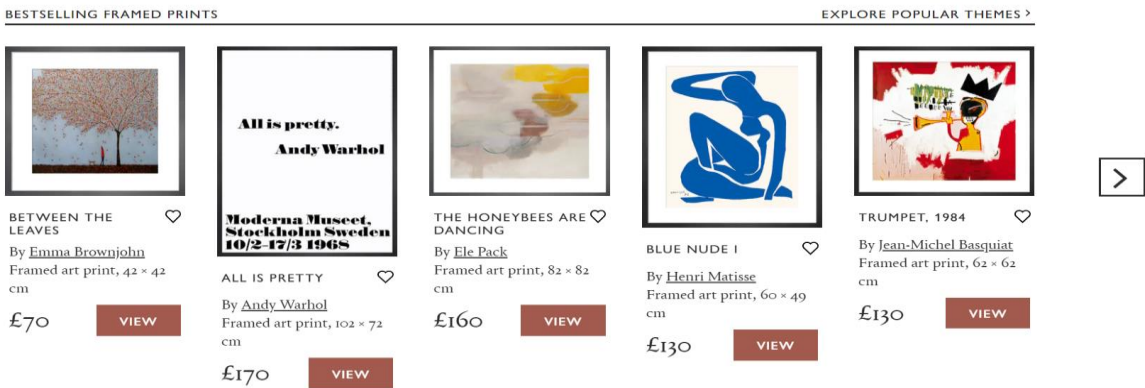
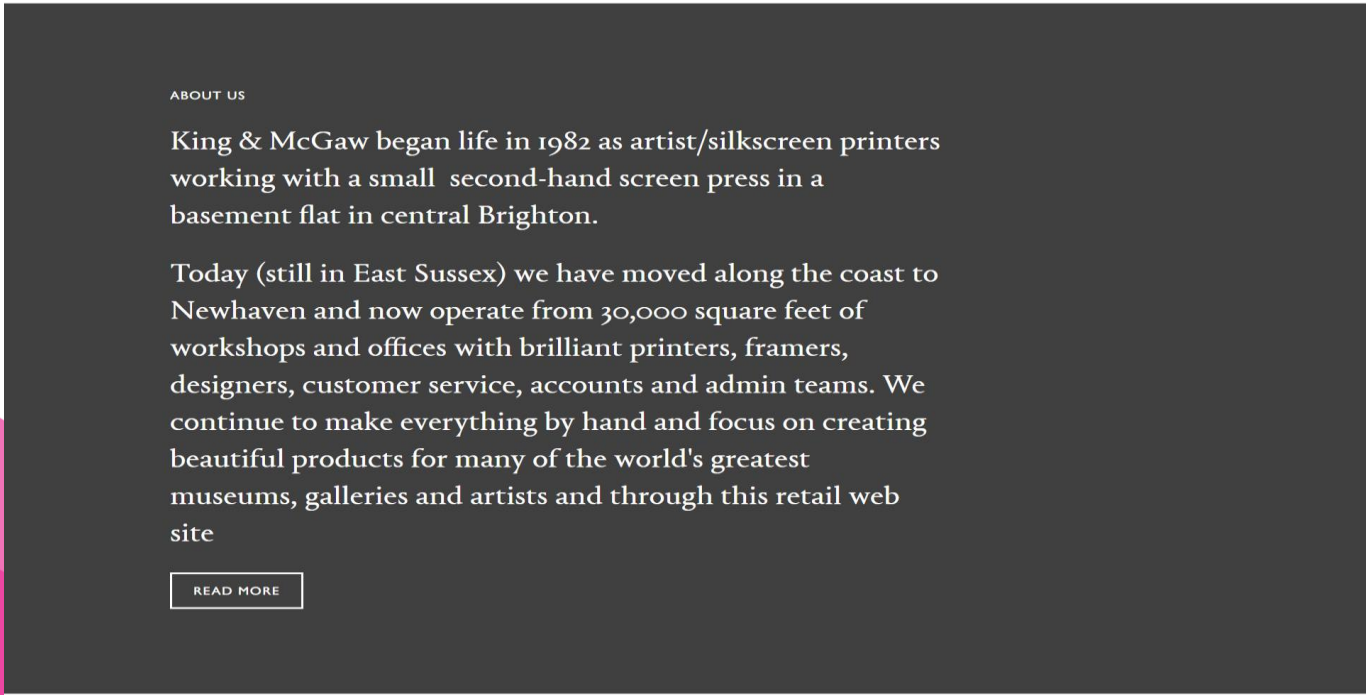
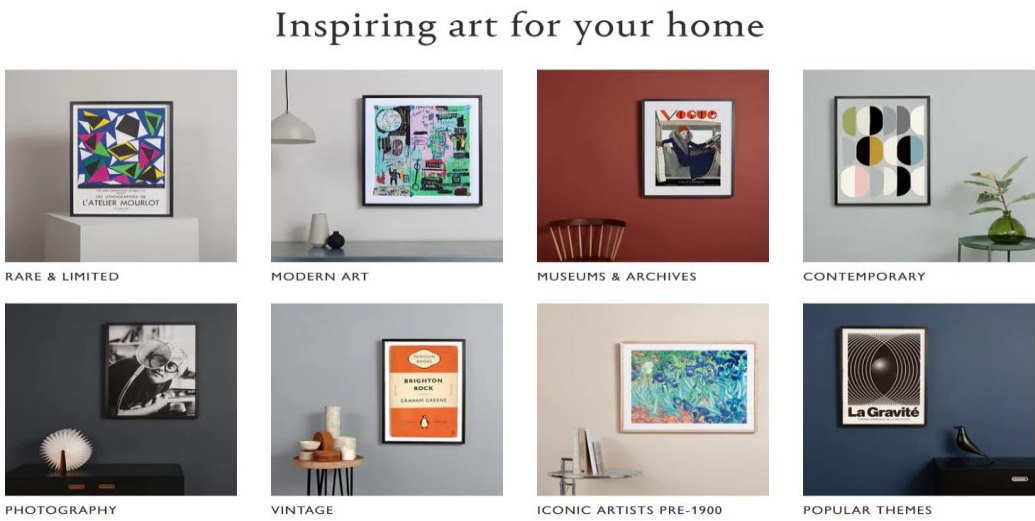
Pinterest

From: £25

Add to basket →

Join as a Member and save 10%

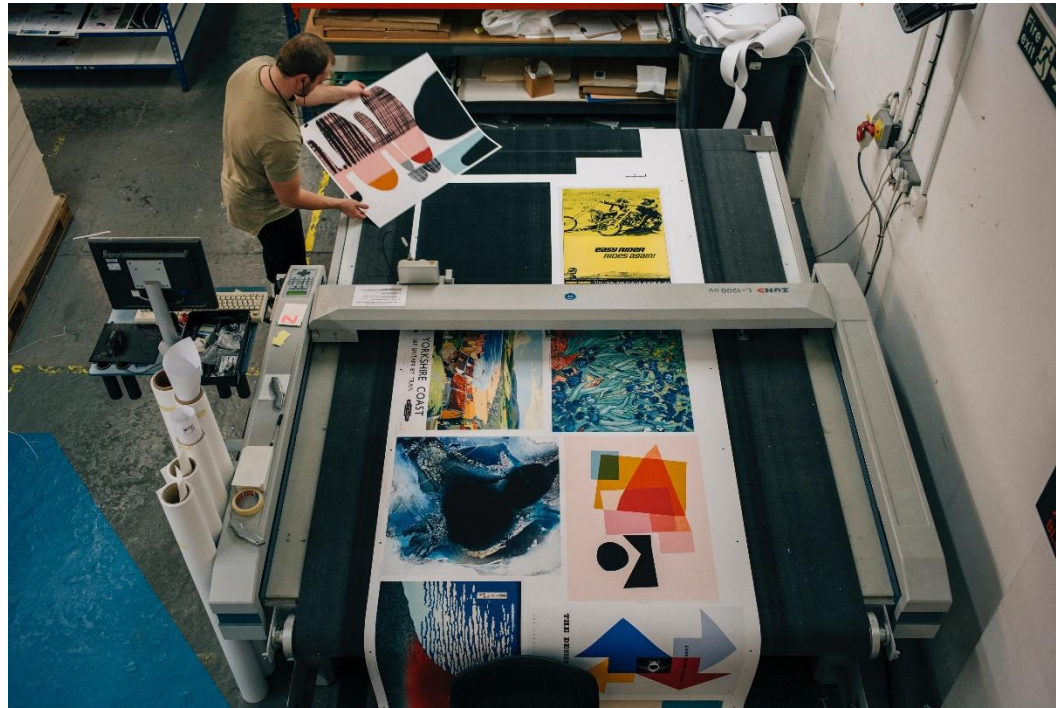
Shop more Andy Warhol



Ian Barham
Head of Business Development
King & McGaw

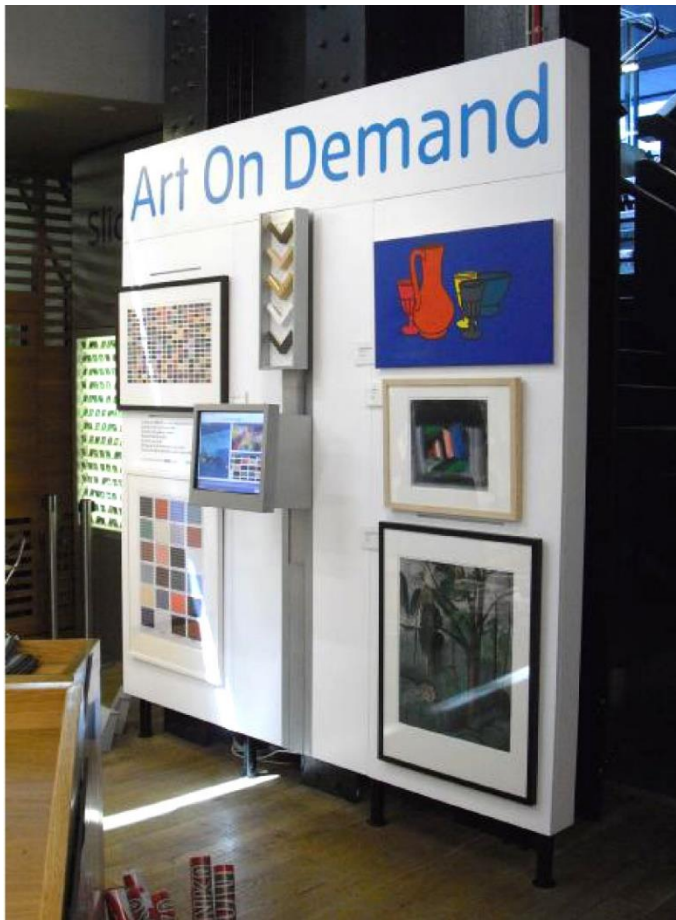
KING &
MCGAW

Top Tips / Best Practice



- Ensure you have a high res scan of your artwork before you sell the original
 - 3,000 pixels on longest edge
 - Uncompressed file such as 100% quality jpeg
 - Adobe RGB (1998) ICC profile
- Confirm credit / copyright lines in advance
 - Supply correct metadata corresponding to each file
- Ensure robust contract in place
 - Protect your IP
 - Specify channels of distribution
 - Confirm the customer promise on lead times
- Have a proactive marketing plan

20 Year Evolution of Museum PoD



- Pre-eCommerce, touch screen kiosks allowing 'in theatre' printing in-house, with framed orders produced externally
- Pre in-house eCommerce, white label sites offering long-tail picture library collections in many sizes and frames
- Larger institutions hiring digital agencies to launch in-house eCommerce platforms including integrated PoD via API
- Shopify allowing smaller institutions to launch eCommerce themselves, including print on demand API plug-in
- eCommerce expertise focusing on curated collections and product formats, optimised for mobile

Communicating Purchase Options



CUSTOM PRINTS

Lee Miller (custom print)

ARTIST: [Arnold Genthe](#)

£80



PAPER SIZE

- Small
25 x 30 cm
- Medium
33 x 40 cm

FRAME

- Black
- White
- Natural
- Limed
- Unframed

OVERVIEW

1.5cm black stained ash box frame - stained and waxed

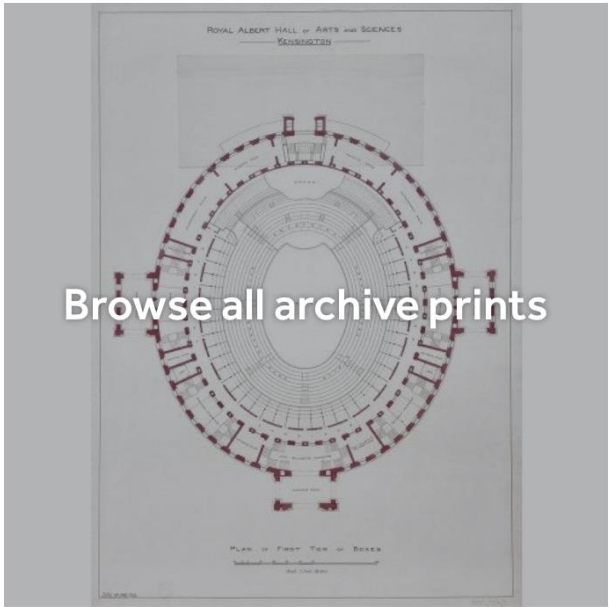
Semi-gloss 250gsm premium lustre photo satin paper

4 cm white mount - acid free, extra thick smooth white mount board with a white core

Printed image size: 25 x 32 cm

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Marketing Strategy



Niall Horan
Saturday 7 November 2020

FIND OUT MORE



Architects
Saturday 21 November 2020

FIND OUT MORE



Culture Club
Sunday 22 November 2020

On sale at 10am on Friday 30 October

FIND OUT MORE



Kylie Minogue prints available to buy now

Add some extra sparkle to this year's festivities with a special Kylie Minogue print, shot by photographer Christie Goodwin during Kylie's glittering Christmas show at the Hall in December 2015.

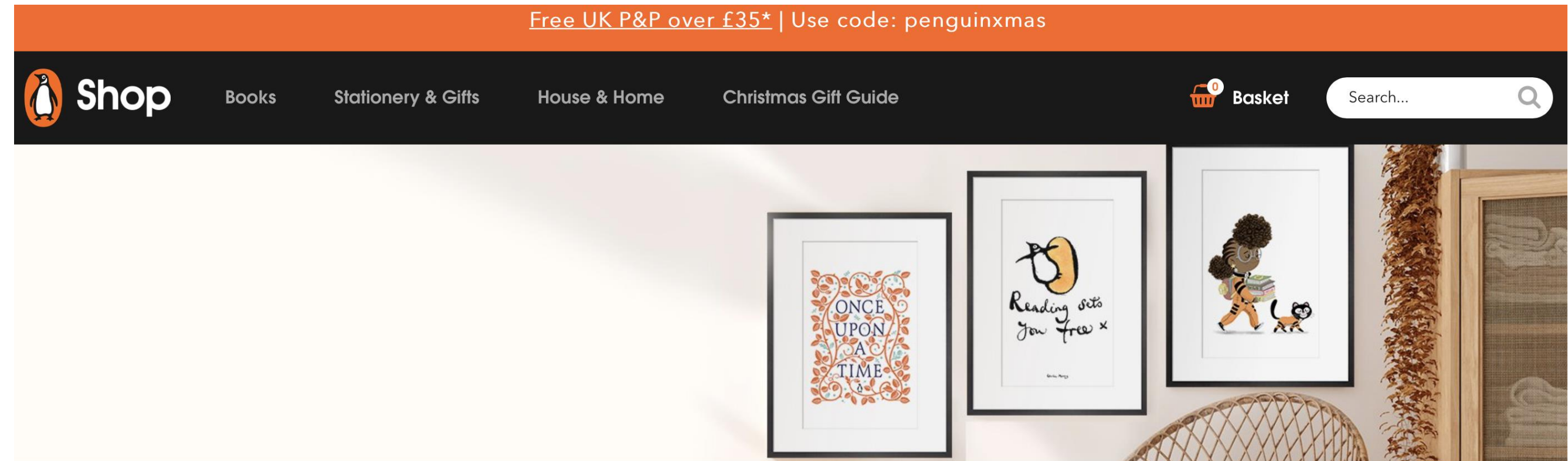
Prints from £30

SHOP THE COLLECTION

Converting To Purchase

The future of reading and writing in the UK depends on the National Literacy Trust, who are facing an urgent funding crisis as a result of the coronavirus pandemic. Support them by bringing these special edition prints into your home.

The prints were originally made available for 85 days from 30th July 2020, Penguin's 85th anniversary. Upon support from our generous artists and suppliers, we are extending their sale to raise further funds for the National Literacy Trust. You can now purchase a print until 31st December 2020 to celebrate 85 years of making books for everyone. At least £50 of each framed print will directly support the National Literacy Trust.



Penguin 85th x National Literacy Trust

Celebrating 85 years' design and illustration heritage. Original prints from Charlie Mackesy, Coralie Bickford-Smith, Dapo Adeola, Jackie Morris and Vashti Harrison, with all profits going to the National Literacy Trust.



KING &
MCGAW



Mark Ryan
Print on Demand business owner
and consultant





**CONVERT AN ENGAGED
AUDIENCE INTO
LOYAL CUSTOMERS**



PRINT ON DEMAND EMPOWERING THE ARTS

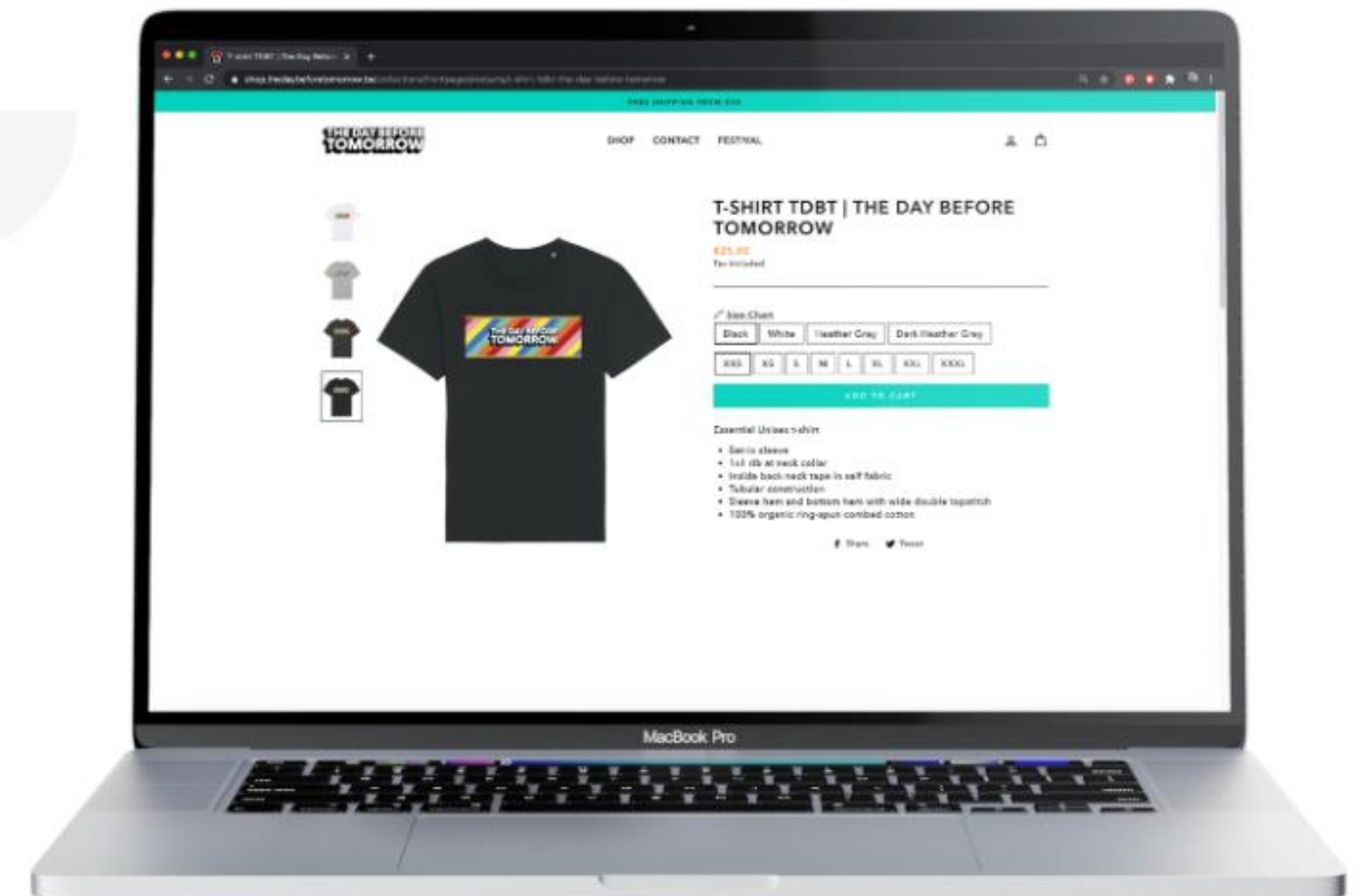
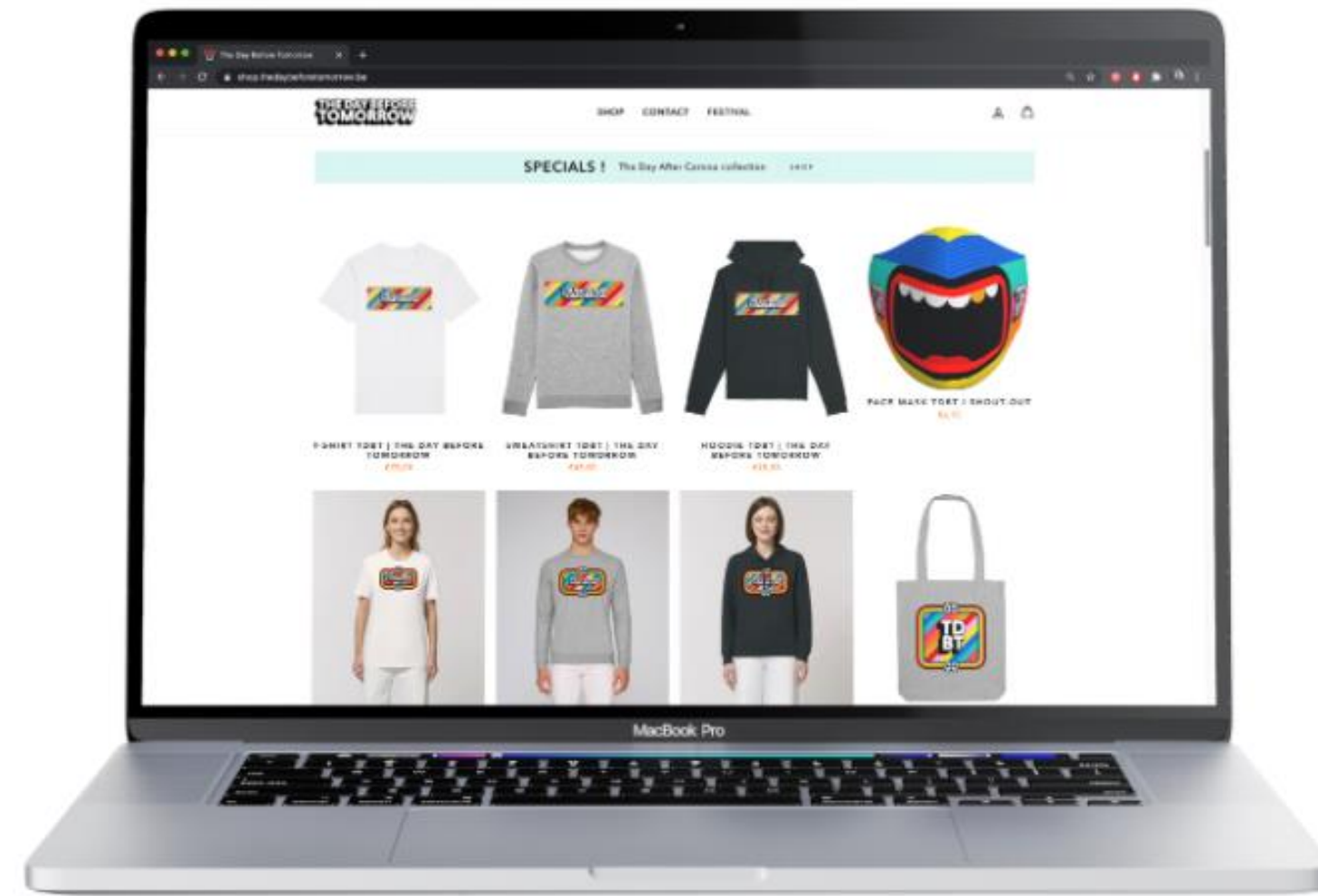
Print On Demand enables **risk free monetisation of a captive audience** by leveraging IP.

Being proactive not **responsive**. Being in the **present** when your audience is ready to purchase:

- attending events
- visiting online exhibition
- buying tickets for future events
- when reliving an event or experience online

**GENERATE ADDITIONAL
REVENUE BY OFFERING
RELEVANT PRODUCTS**

On Demand Products



What problem is PoD solving?



Where there's a problem, there is opportunity!

- ⊘ **UNTAPPED DIRECT TO CONSUMER OPPORTUNITIES**
- ⊘ **REMOVING RISK IN UPFRONT INVESTMENT**
- ⊘ **OUT-OF-STOCK MISSED SALES OPPORTUNITY**
- ⊘ **STAGNANT PRODUCT COLLECTIONS**
- ⊘ **IRREGULAR PRODUCT LAUNCHES**
- ⊘ **LOGISTICS & FULFILLMENT HEADACHE**



SUPPLY CHAIN SHIFT TO PRINT ON DEMAND

Drivers to shift to On-Demand:

- Direct to Consumer Fulfilment
- Onshore Production
- Zero Risk
- Zero Stock
- Scalable
- Sustainability
- Product & Design Flexibility
- No MOQs
- Quick To Market

2023
\$2.31bn

DTG
Print Industry

2018
\$1.8bn

APPAREL MARKET SHIFT



10% YOY GROWTH



\$2.3BN MARKET BY 2023



**25BN DTG PRINT
IMPRESSIONS**



SMART DISTRIBUTION & SUSTAINABILITY

ONSHORE PRODUCTION

**PRODUCE & FULFILL
AT THE CLOSEST POINT
TO THE DELIVERY
ADDRESS.**

- LOCAL PARTNERS IN KEY TERRITORIES
- IN COUNTRY SHIPPING RATES
- FASTER TURNAROUND & DELIVERY TIMES
- REDUCTION IN INTERNATIONAL SHIPPING
- LOCAL JOBS SUPPORTING LOCAL COMMUNITIES

VOLUME PRINT**WATER**

It takes **2.5** liters of water to print 1 t-shirt. Avg. volume order **350 UNITS** = **875 liters** of water.

STOCK

On average, **16 MILLION TONS** of unsold or returned merchandise ends up in landfill or is incinerated each year.

CO2

It takes **2.1kg** of greenhouse emissions to produce 1 t-shirt. **22%** of climate impact comes from transportation to store & warehouses.

TOXINS

Toxic chemicals are used during the print process. **60%** is waste and either ends up in the water table or needs processing.

PRINT ON DEMAND

ZERO water waste in our print fulfillment process.



Print on demand = **ZERO** stock holding and **ZERO** waste. Product is produced to order. **Demand & Supply**. Not supply & demand.



MINIMUM EMISSIONS used to produce our products. Climate impact is at the end of the chain, transportation of order to the customer.



Our print process uses **NON-TOXIC INKS**. The pigment inks are water based and not harmful to the planet.



YOUR TALKING MY LANGUAGE



KNOW YOUR AUDIENCE & MARKET TO THEM.

**Understand what your
audience wants and
give them more of it.**

- Know your audience before marketing
 - **Define your audience**
 - **Create a demographic profile**
 - **Navigate customer's lifestyle and attitude**
 - **Identify your competitors**
- Be visible and available where your audience hangs out.
- Know what's important to your customer i.e sustainability.
- Be consistent
- Engage and be ready to react
- Get involved in the conversation
- When it works, 10x it



ARTWORK SPEC & FILE FORMATS

- TEXTILES
 - PNG or TIFF on transparent background
 - Trimmed to the nearest Pixel
 - Colour Profile - RGB (embedded)
 - Minimum of 300 DPI
- Other Products
 - JPEG
 - Sized to print (guided by template)
 - Colour Profile - RGB (embedded)
 - Resolution - Minimum of 300 DPI



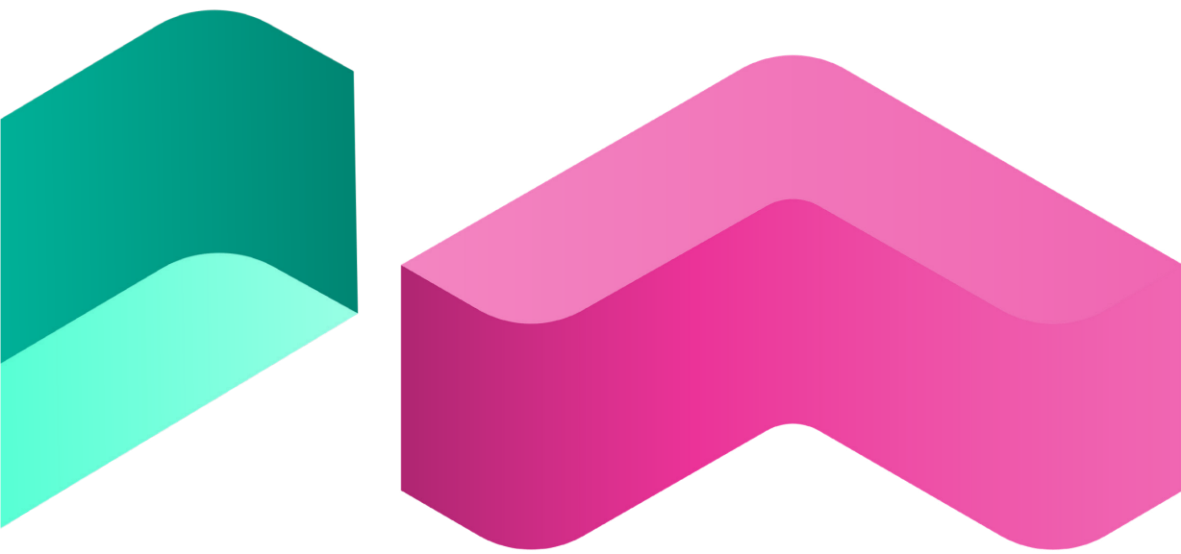
EXECUTE!
JUST DO IT



Questions to the experts:

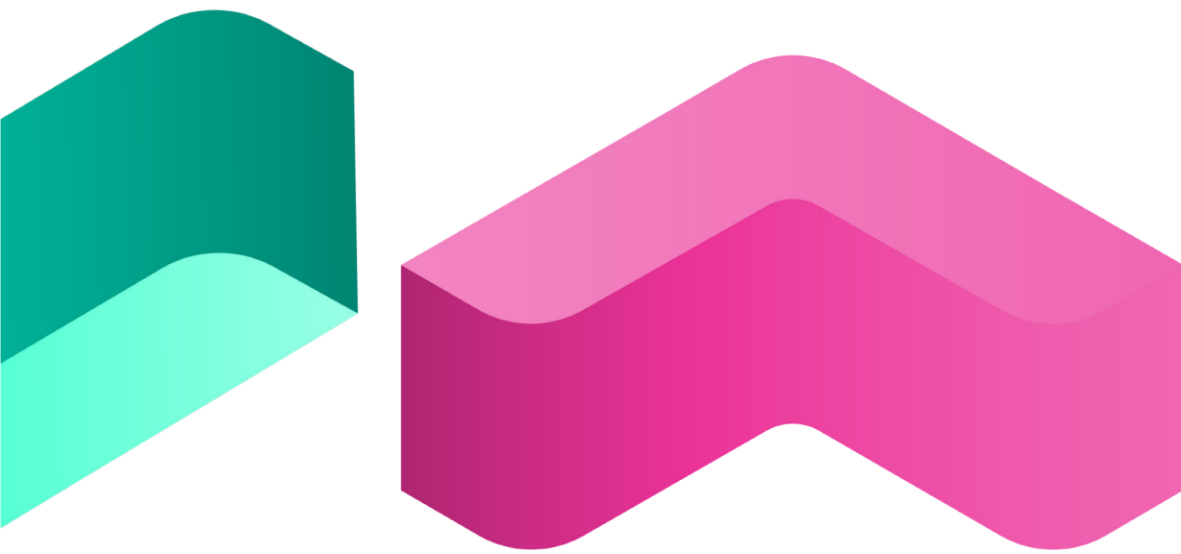
Question 1:

Is Print on Demand feasible for a very small organisation?



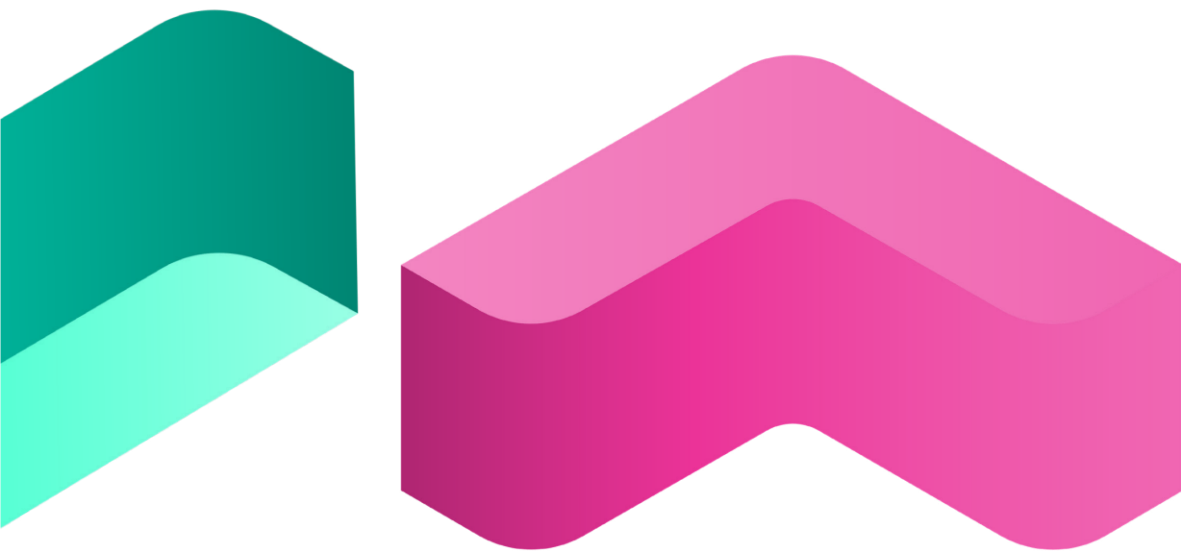
Question 2:

How do you make it cost effective and streamlined?



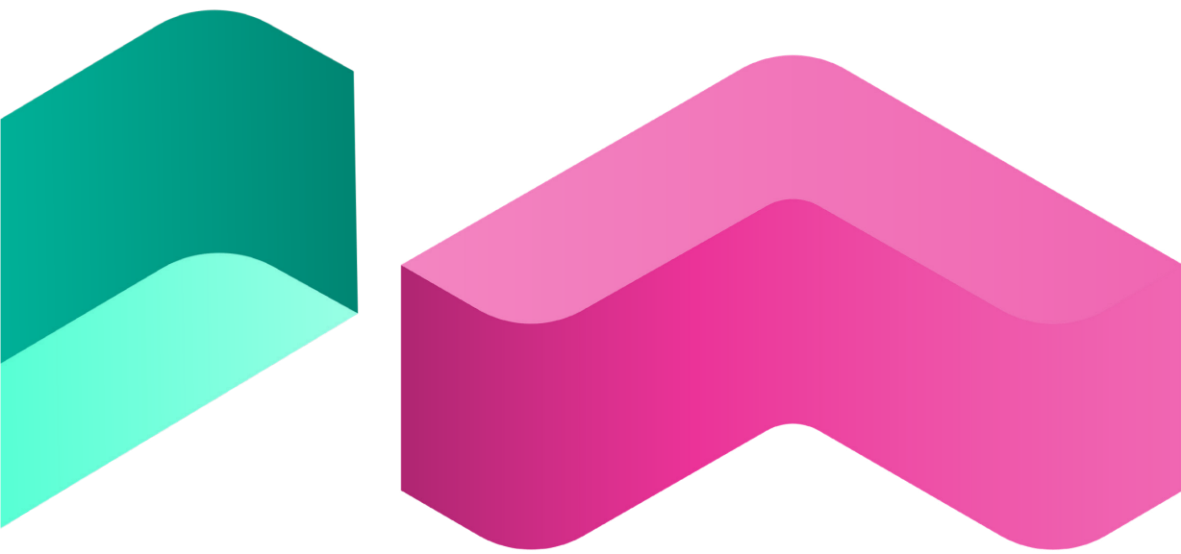
Question 3:

What are the time frames for placing an order and fulfilling?



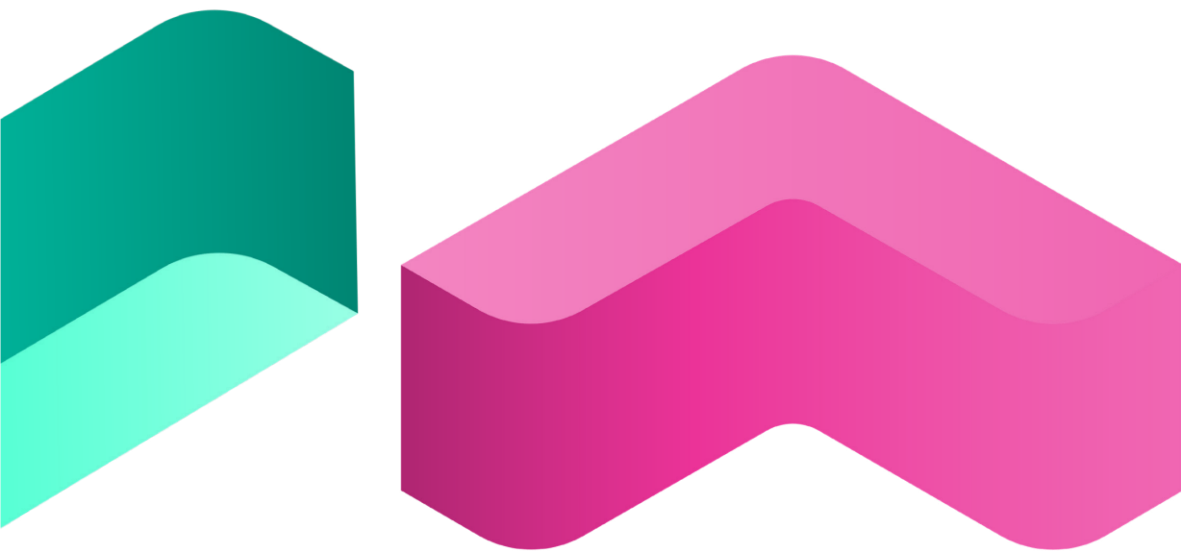
Question 4:

What assets or infrastructure do you need to set up Print on Demand?

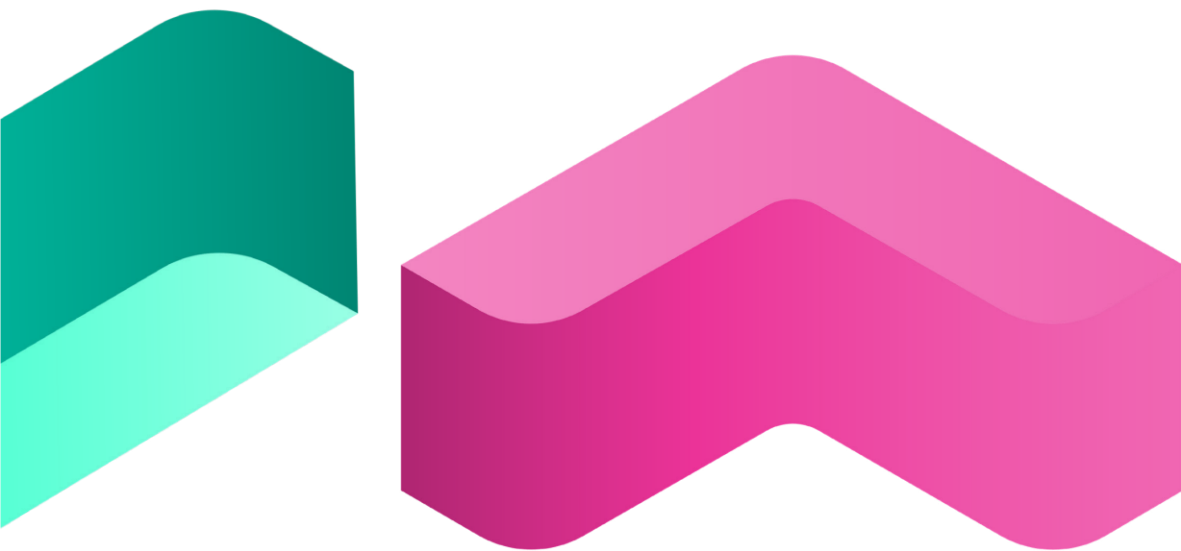


Question 5:

What is the future for Print on Demand?



Live Q&A



Get in touch

digitalnetwork@arts council.org.uk
digitalculturenetwork.org.uk

Join the conversation

@ace_dcn
#digitalculturenetwork

digitalculturenetwork.org.uk/events

