Print on Demand Checklist

Questions to consider when finding the right partner

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It's important to consider the right questions when choosing the right Print on Demand partner for your organisation.

Emma Roberts, Tech Champion for eCommerce shares her comprehensive checklist to help you choose...

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Useful Print on Demand Questions to consider when choosing the right partner:

Set up

1. Is there an App? If so it is free?

2. Is setting up an account free?

3. Do you have to sign a contract?

4. Can you cancel your account with or without a notice period?

5. How long will set up take? Can you start selling straight away?

6. Will you need a developer to set this up?

7. Which eCommerce platforms do they support?

8. Do they provide a fully automated API connection to my website? (This is an automatic connection from your online shop to your Print on Demand supplier. For example, a customer will buy direct from your online shop, but the order will be automatically sent to your POD partner to be manufactured and sent to the customer).

Production:

1. Do they state shipping & production times?

2. What image art files do they take? JPEG, PDF, PSD, AI etc.?

3. What resolution is needed for image files?

4. Do they offer a large selection of products?

5. Do they offer templates to size artwork? (Templates help with re-sizing work for various products without artwork being pixelated).

Costs:

1. Are there minimum costs per month?

2. Are the prices they list ex or inclusive of VAT?

3. What are the raw costs?

4. What percentage margins are likely?

5. Who pays customs charges on international shipments and what are they?

Delivery & Logistics:

1. What is the typical order turnaround, can they offer prompt fulfilment?

2. At seasonal peak times how fast will orders be produced?

3. How do they manage orders which have been damaged in the post?

4. How do they managed orders which are lost in the post?

Samples:

1. Do they offer samples to check quality/ colour matching?

2. What if you have a particular colour you want the POD supplier to replicate?

3. Do they offer free product mock ups so you can use them to sell on social media or website?

Support:

1. Do they offer any support or training assets?

2. Can you contact support in real time if something goes wrong?

3. Do they offer customer service support for customers?

Marketing:

1. Does the POD supplier put any marketing material in with the customer's order?

2. Do they reproduce or resell my artwork?

Data:

1. How safe is your customer data, do they sell it on?

2. Will the POD supplier contact your customers or try to sell direct?

3. How many email correspondences are sent about their order?

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If you still need help please get in touch.

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