

Value-Based Pricing Guide

Opportunity for Higher Margins

In the Printing Industry over the last decade, we have moved to a business model of much lower profits and margins. Stories of reverse auctions, customers moving print offshore and printers selling at below cost to keep equipment running are legend.

With the emergence of The New Business of Printing®, and the transition of many printers to services business models, there is now an opportunity to enjoy high margins.

Because of the unique capabilities of digital print, printers can offer a series of customized and personalized services that did not exist just a few years ago.

New Services Can Yield New Profits

The integration of digital design, database management, web to print, on demand production, fulfillment and mailing services can now provide printers with opportunities to develop deep relationships with their customers. These services-driven relationships make it difficult for competitors to compete on price alone.

There are enormous profit opportunities awaiting printing companies who begin to transition from the traditional cost-plus pricing model to a value-based pricing model.



How Do You Price for Value?

The ProfitAccelerator® Value-Based Pricing Guide shares important information to help you understand the elements involved in pricing for value, and in determining an approach that will work best for your company.

In reading the guide, Graphic Arts Owners/Managers will:

- Understand the various pricing models available and the pitfalls of cost-plus vs. value-based methods
- Obtain performance-enhancing knowledge through a series of industry relevant examples and studies
- Be able to describe the value-based digital printing practices and techniques necessary to support the move from a manufacturing model to a services model
- Utilize value-based pricing worksheets designed to reinforce “best practices” that are performance focused
- Understand the roles and responsibilities required for successful deployment of value-based pricing
- Determine an approach that will work best for your organization and customers

The Value-Based Pricing Guide is designed to help digital print providers address the challenge of developing value-based pricing programs. This helps to capture the incremental revenue from non-print services being provided as part of high-value applications such as direct mail campaigns.

This financial resource includes information and worksheets to help print providers adapt their business model from a cost-per-job to a services-based model.

