



# Seamless **PrintSmith Vision**® **Integration.**

\$5,000 a Year in Time Savings! No More Data Entry Errors.



# Already Have a Merchant Account? Keep It!







Walk in traffic can be accommodated in 3 ways.

- 1. Enter a credit card number directly in PrintSmith Vision against the order
- 2. Utilize our Virtual Terminal. (web browser based)
- 3. Accept cashless payments with our EMV-Compliant smart terminal

Start integrating your payments on PrintSmith. You can embed a **PAY NOW** button on estimates, invoices, and statements directly from PrintSmith so your customers can make secure payments.

# Payment Confirmation Will Post Back to PrintSmith. No More Data Entry Errors.

When you use the Payably for PrintSmith integrations, you can keep your payment provider and start accepting payments right from PSV. We have the software so payments can integrate right to your PrintSmith.

- Keep your current processor.
- Use our Payably for PSV integrated software and solutions— Need the PSV Credit Card Module? Save ~ \$500 when activating with Payably.
- A flat monthly software fee.

Requirements: Merchants must be PCI Compliant.







877.673.4876 | sales@bristolpay.com Payably.BristolPay.com

# Inside

Digital Embellishments Are Creating a New Era in Print Production	. 4
Selling a Print or Sign Company to a Family Member	. 8
Where The Magic Happens: The Konhaus Print and Marketing Story	10
Applying Smart Strategies	15
<b>Building Bridges:</b> How Printers and Ad Agencies Can Foster Seamless Collaboration for Successful Campaigns	18
Would You Rather, the Sales Edition	21
Why Your Business Plan Remains Just That A Plan	26
Maximize Efficiency and Profits with the iJetColor Inkjet Envelope Presses!	28
Why Google Reviews Matter: Search Engine Optimization and Beyond	30
5 Common Retirement Plan Errors and Tips to Fix	32
Innovating Today, Shaping Tomorrow: The Pel Hughes Legacy	34
Small Orders, Big Decisions: Setting Boundaries with Minimum Charges	35
Print Reach Roadmap: A Spotlight on Job Link	39
<b>7 Stages of Search Marketing</b> — How to Drive More Traffic to Websites	41
Transforming Client Visions into Reality	45
Integrated Payment Solutions: The Missing Link for Streamlined Print Shop Management	47
NPSOA Sponsored Webinar Schedule	50



# Past Issues of the Magazine

If you would like to read past issues scan here. Login to read the full issues.



P.O. Box 36, Sterling, VA 20167

1.888.316.2040 • www.npsoa.org

NPSOA Magazine is published monthly by the National Print & Sign Owners Association. The magazine is mailed free of charge to select Members, Vendors and select prospects. While reasonable care is taken with all material submitted to the NPSOA Magazine, the publisher cannot accept responsibility for loss or damage to any such material. Opinions expressed in articles are strictly those of the authors. Sponsor ads, articles and spotlights are provided as an educational benefit to NPSOA members. Sponsors donates funds to support the cause and purpose of NPSOA. NPSOA does not endorse, nor offer opinions of these Sponsors. While ensuring that all published information is accurate, the publisher cannot be held responsible for any mistakes or omissions. Reproduction in whole or in part of any text, illustrations or photographs is strictly forbidden. © 2025 National Print & Sign Owners Association.

# **Board of Directors**

#### **Nathaniel Grant, Chairman**

# **GAM Graphics and Marketing**

P.O. Box 25, Sterling, VA 20167 571.375.7219 Chairman@npsoa.org

## **Kevin Hebert,** *Vice Chairman*

Education and Events Committee Chair St. Charles Printing / FASTSIGNS

Boutte, LA 985-785-0727 kevin@stcharlesprinting.com

# **Daniel Flatt,** Secretary/Treasurer

Listserve Committee Chair

### **Multi-Media Services**

Corning, NY 607-936-3186 danf@mmsny.com

## **K. Scott Schoppert,** *Director*

Membership Committee Chair

# **Printing Impressions**

Martinsburg, WV 304-267-7327 scott@printing-impressions.com

## David Dawson, Director

#### **Instant Print & Promo**

Chatham ON Canada 519-352-6813 dave@instantprintandpromo.ca

#### **Randy Herron**

Immediate Past Chairman

## **Herron Printing & Graphics**

Gaithersburg, MD 301-990-3100 randy@herronprinting.com

# Chris Calloway, Office Administration

# **GAM Graphics and Marketing**

Sterling, VA 571-758-8882 admin@npsoa.org

### **Michael Makin**

#### **Director of Development**

Pittsburgh, PA m. 412-298-3340 Michael.makin@npsoa.org



# View the rest of this magazine by becoming an NPSOA member.

# **JOIN HERE!**

