

BENEFITS for
NPSOA Members

**\$1,000s of
Savings!**

Updated January 2025



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**Exclusive
Member Pricing!**

NPSOA CONFERENCE

Put Your Printing Company on the Fast Track to Growth!
Learn and Earn! Attend the NPSOA Annual Conference!

NPSOA's annual conferences are designed by your peers in the printing industry to be informational, educational, and entertaining. Attendees generate new relationships, strengthen bonds with fellow print & sign shop owners, and learn new ways to make a positive impact on their bottom line.

Each year, NPSOA holds these conferences in major cities across the United States where print & sign shop owners learn new tactics to help their businesses prosper and can still have time to enjoy a night on the town after a long day.

Throughout the conference, attendees hear from experts in various topics of interest to print & sign shop owners. When the conference is over, all the material used by the guest speakers is available for reference after returning to your shops. You are free to reuse these materials for sales and operations.



"It is worth its weight in gold!"



LISTSERV®

Being a member of the National Print & Sign Owners Association (NPSOA) and gaining access to its ListServ platform provides several key benefits:

Benefits of NPSOA Membership:

- **Networking and Support:** Members connect with a community of industry peers, fostering relationships that provide insights and solutions to common business challenges.
- **Expertise and Education:** Access to the collective knowledge of other print shop owners helps in areas like insurance, marketing, and production.
- **Savings and Value:** Advice and shared experiences through ListServ have saved members \$500 to \$1,500 or more, as noted in surveys.

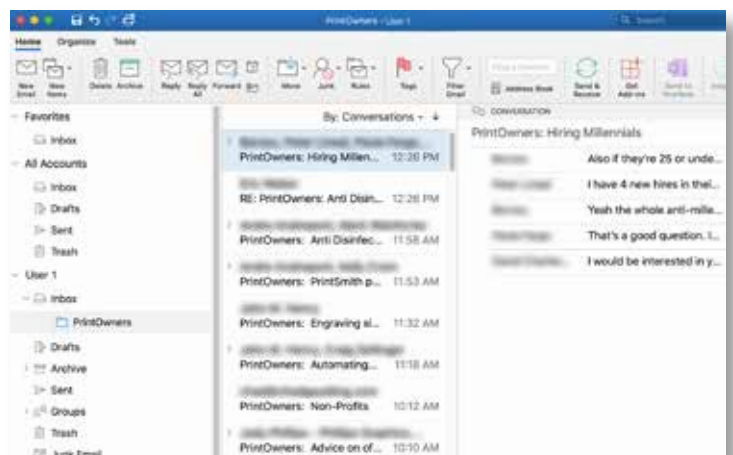
Advantages of ListServ:

- **Real-Time Solutions:** Offers immediate advice from other owners who have faced and resolved similar challenges.
- **Broad Utility:** Useful for discussions on trends, best practices, software reviews, and production methods.
- **Ease of Use:** Available 24/7 with easy email participation, accommodating members across all time zones.
- **Transparency and Respect:** All posts are attributed to identifiable members, fostering trust and mutual respect.
- **Industry Awareness:** Provides updates on new products, services, and trends in the printing and sign industries.

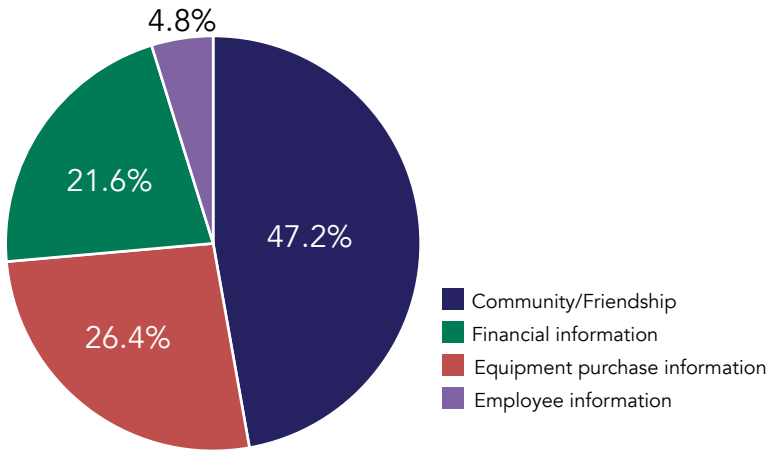
- **Inclusive Format:** Free and open discussions allow members to join or leave conversations as needed.
- **Enhanced Search:** The platform allows users to find discussions on specific topics efficiently.
- **Community Focus:** The most valued aspect is the sense of friendship and community, ranked highly by members.

During the COVID-19 pandemic, the platform proved invaluable, with 85% of respondents finding it critical for sharing best practices, financial guidance, and navigating government programs like PPP and EIDL.

Members consistently describe the ListServ as "worth its weight in gold," highlighting its role as a vital resource for learning, mentorship, and overcoming business challenges.

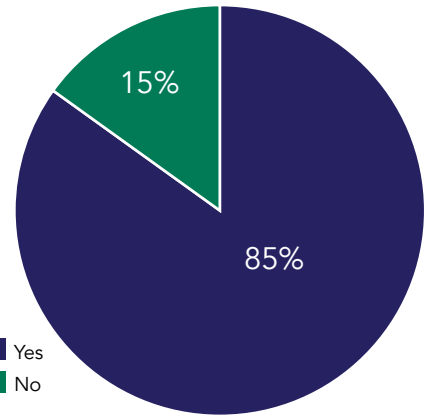


In a recent survey of NPSOA members, *71% said they saved over \$500 from advice received on Listserv. Another 23% claimed a savings of over \$1,500. Not too shabby when considering this valuable resource to the low cost of NPSOA membership!



Rank the reason you are on the PrintOwners list.

When we look at the responses, we see that the single highest rated reason to be on the Print owners list is community and friendship by a significant margin (over 20%)



Did you find the list valuable during the Covid-19 pandemic with best practices, PPP information and EIDL discussions?

Check out what your peers have said about NPSOA's Listserv:

"It is worth its weight in gold!!!!!!!"

"It's a source for constant learning."

"Info on PPP"

"Best practices. methods and procedures. Software reviews. Production advice / how to tips and ideas. To learn from my peers."

"Wisdom from hundreds of print owners."

"Insight on new trends and best practices; best sources for services, software and subcontractors; a huge resource to answer almost any question about the printing business"

"Best Place to get all my questions answered"

"Association with those in the same boat and the related experience and information that is shared"

"Overcoming business challenges"

"Good mentorship"

"Business guidance"

npsoa Magazine

THE PRINT & SIGN OWNER'S MAGAZINE OF
INDUSTRY NEWS & UPDATES



Priceless!

**Mailed monthly to
NPSOA members!**



OWNER'S IDEA EXCHANGE ZOOM THINK TANK

Come one and all NPSOA members to the Print Owner's thINK TANK where ideas will flow like bourbon during Mardi Gras.

5pm - 7pm est., Every 3rd Wednesday

It's where members can share ideas and talk freely with one another about what's working and what isn't.

- Come and go as you like
- Another great member benefit!

It's just like any other happy hour, except it's on zoom and it is BYOB & you supply your own snacks to eat. But besides that it will be fun...AND good for your business.

Register in advance:
Visit npsoa.org for link

After registering, you will receive a confirmation email containing information about joining the meeting.





Marketing Automation



Customer Service Automation



Billing Automation



Sales Automation

A CRM AND AUTOMATION ENGINE **MADE JUST FOR PRINTERS**

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*Integrated with  Printer's Plan  PrintSmith Vision®  EPMS  PressWise®

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Payably, a Bristol Pay service, is the game-changing PSV integration your print business needs to elevate payment processing and streamline operations. As members of the National Print & Sign Owners Association, you understand the importance of efficiency and customer satisfaction. You can offer a smoother payment experience while simplifying your day-to-day tasks, allowing you to focus on growing your business. Built with print shop owners in mind, Payably combines innovation and ease of use, delivering a full suite of solutions while keeping your current processor.

Full Suite of Services

- ◆ **Pay Now Button** Pay instantly with a simple button on your invoices.
- ◆ **Integrated or Standalone Payment Pages** Flexible payment options for online transactions.
- ◆ **Cash Register Feature** Execute cashless transactions directly within PSV.
- ◆ **Automated Recurring Billing** Populate repeat customer profiles.
- ◆ **Payably Portal** All-in-one dashboard to view and manage customer invoices.

Our comprehensive suite of software tools, boost customer satisfaction, and free up valuable resources—so you can focus on what matters most: running your print business. Join countless other print shops that are already benefiting from Payably today!



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*Proof of NPSOA
Membership required

Explore our endless selection of premium paper and envelopes!

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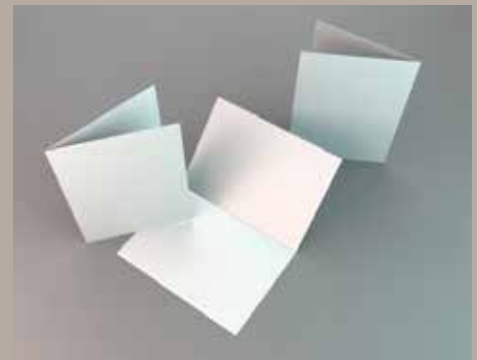
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15% off

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Get **\$1800** in FREE ink with the purchase of a Delphax Elan 170 Envelope Printer.



Get **\$1800** in FREE ChromaPrime Priming Agent with the purchase of a Chroma Prime Coater.

Significantly improves color gamut and image vibrancy on:

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NPSOA

Fully automated for short run demands, **DC-618 Slitter/Cutter/Creaser** is the powerful solution for slitting, cutting, creasing, and perforating digitally-printed applications with a professional full-bleed finish. The DC-618 delivers professionally-finished jobs up to 23 sheets per minute for fast turnarounds. Incredibly efficient and user-friendly, the DC-618 produces a wide range of applications from 24-up business cards to greeting cards on demand.

The automatic **DF-1300L Air Suction Folder** features high speed folding up to 310 sheets per minute processing sheets sizes up to 25.5" in length. The air suction feed system with side air feeds coated, bond, NCR, and offset sheets. Perform cross folds by reprocessing single folded sheets and folding them in a second direction.





Designed for Printers Powered for Productivity

Good2Go helps printers of all sizes consolidate and organize client interactions while verifying file quality to quickly obtain final print approval.



Good2Go proofing screens.

- Flexible file on-boarding
- Easy on-line proofing
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Generate and email accurate estimates for customer approval via the portal automatically converting them to orders upon approval.



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Order Management

Get notified when new orders are submitted. Once approved, send to design or production.



Invoicing

Invoices are emailed to the customer via the portal for payment or paid using a saved credit card.



Art Approval

The design is emailed to the customer for approval via the portal and, once approved, is automatically sent to production.



Payments: Online & POS

Customers can pay invoices or statements through the portal using credit cards, ACH, or checks. They can also pay on-site with an integrated Clover POS.



Production

Production operators are notified of new jobs, have access to auto-generated job tickets, and move jobs through stages while scheduling.



Re-Order & Online Ordering

Customers can re-order or create new orders via the portal. Internal users can create new estimate or new orders from previous orders.



User Notifications

Get automatic updates for estimate approvals, order submissions, art approvals, production completion, invoice payments, and more.



Customer Notifications

Customers can use their portal to check job status and receive email notifications for updates, such as when a job is marked "Ready for Pickup."



Automations

InfoFlo Print can automatically resend your

- Estimates until they are accepted
- Art until they are approved
- Invoices until they are paid



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Lee Levensgood
Everything Printing
Gilbertsville, PA



NPSOA MEMBER DISCOUNT

GREAT CUSTOMER EXPERIENCES CREATE GREAT BUSINESSES

Do your customers love doing business with you?

Did you know that the most successful businesses have one thing in common? Their customers love doing business with them. These great companies learned a secret: businesses with a relentless focus on delivering outstanding customer experiences, are rewarded with customers who willingly drive your brand with free word-of-mouth advertising, share their experiences with others, post amazing 5-star reviews, and refer more prospects, all of which drives more business.

For over a decade, LoyaltyLoop has been helping printers unlock the power of customer loyalty to boost their brand and bottom line, while also boosting their Google reviews. We can help you too.

LoyaltyLoop is an affordable monthly subscription service that uses short surveys to engage your customers soon after they complete a transaction, and automatically asks them for feedback, reviews, leads and referrals. It even intercepts negative feedback so you can act quickly to correct issues. The process is fully automated when using one of our integrations.

GET AUTOMATED FEEDBACK & REVIEWS

You'll be amazed at how easy, effective and affordable it is. Check out LoyaltyLoop today!

**NPSOA Members get 50% off their
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**10% OFF YOUR FIRST YEAR
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**We guarantee a minimum of 2X
ROI, or we work for free!**

Transform Your Printing Business with **AI!**

Experience how AI can help you achieve 10x, 100x, or even 1000x improvements in productivity and innovation.

Your Next Step:

Watch the 7-minute video at AI4Printers.com to discover how AI can revolutionize your print business.

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& Start Your AI Journey TODAY!



REFERRAL OPPORTUNITIES!

Learn how as an NPSOA member, a few referral commissions can cover almost your entire training cost.



As an NPSOA member, you'll enjoy no per-participant fee and an exclusive discounted rate for your team.

What You'll Gain from AI Training

Transformative Skills: Implement AI to drive growth, innovation, and productivity across your organization.

Proven ROI: After just one session, teams see an average productivity boost of \$4,000 per member, with a 333% ROI over all eight sessions.

Ongoing Revenue Potential: Refer clients for AI training and create a new revenue stream for your business.

See How AI Can Propel Your Print Business Into the Future!





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***5% on all new machines, UV Coaters and Digital Spot Foiling/Lamination Units**

***10% on all supplies**

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The Digifoiler™ comes in 2 different sizes which is a 15" and 21" and those can be hand fed or set up as an auto feed system. The Digifoiler™ is a spot foiling (Sleeking™) is an on-demand foil stamping solution for short-run digital applications. Besides the Sleeking™ these systems can also do traditional lamination using gloss, matte or soft touch.

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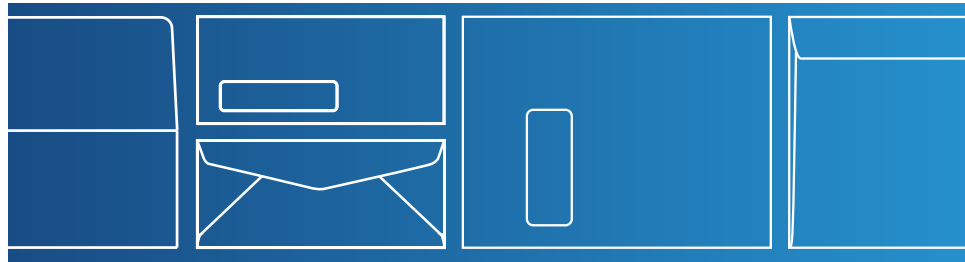
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Mention the NPSOA when you contact us!

View Our
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Diversify and grow your print or sign business by using our *simple system*



SELL DIGITAL SERVICES

SEO, PPC, Social Media and more...



SELL WEBSITES

Creative, functional fast & responsive



SOFTWARE

to run your business and simplify tasks



TRAINING

to up-skill you and your team



SUPPORT

to help you if you get stuck



MARKETING

to win new clients, and more orders



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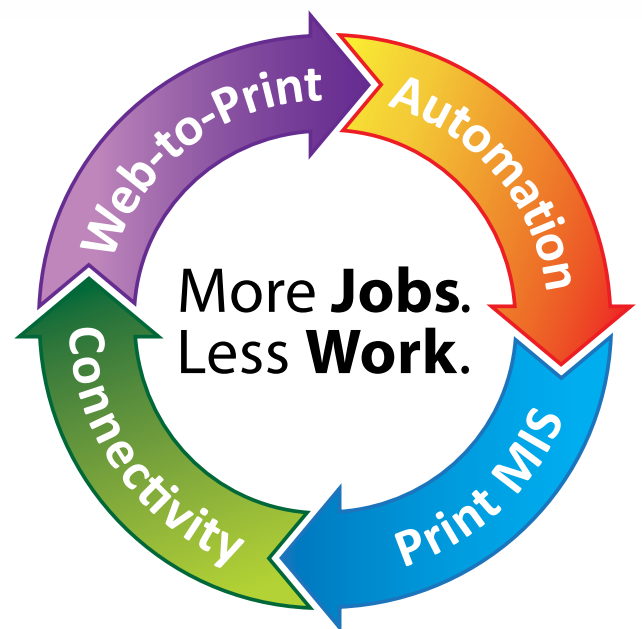
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NPSOA Members have been using Print Reach products for over two decades! We're pleased to offer **Premium Discounts on software sign-up fees** to NPSOA members and look forward to helping you grow and streamline your business.

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Cost Control Scheduling | Job Tracking | Best Suited for Small to Medium Shops



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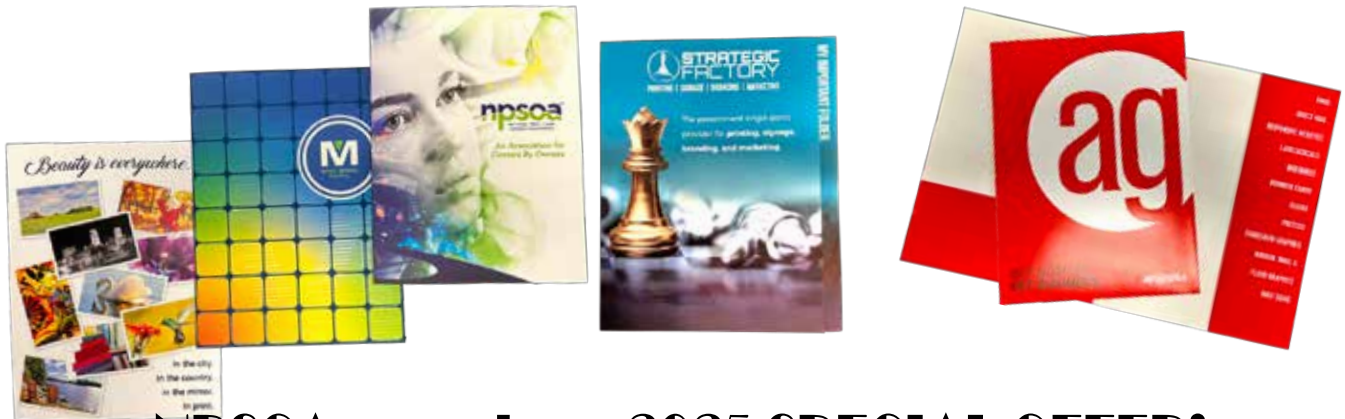
Web-Based (Self-Hosted Available) | Estimating & Invoicing | Custom Reporting & Job Costing
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with Bill Farquharson

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What's your 'there'?

- 📍 Onboarding a New Rep
- 📍 Landing a Big Fish
- 📍 Getting to the Next Level
- 📍 Sales Through Marketing

Get on my calendar...

Let's talk about YOUR 'there'.



Bill Farquharson



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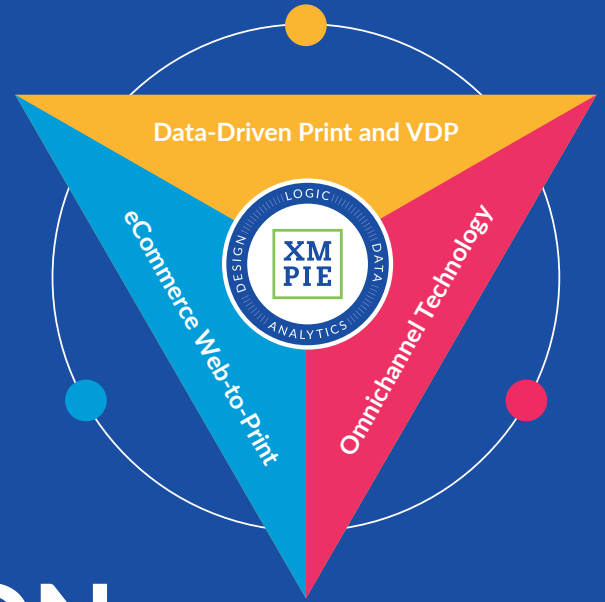


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Automate to streamline the creation of hyper-personalized content. Scale up to high-speed, high-volume projects.



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