

# GROWTH THROUGH PROMO: UNLOCKING A NEW REVENUE STREAM

Learn how Joe Michmershuizen of Promotions by Design transformed his printing business into a one-stop shop for all things promo.

## INTRO

**Joe Michmershuizen** of **Promotions by Design (asi/301205)** faced a career crossroads during the 2008 recession. Confronting challenges like thinner margins and increased competition from larger publishing companies, he needed to pivot to keep his business afloat. Equipped with a large library of client logos, he decided to expand their offerings to include promotional products – a choice that not only saved the business but also allowed them to thrive.

At the start of his promo journey, Joe partnered with a local distributor with extensive promo experience, which allowed him to leverage the distributor's supplier connects and back-office support. Over time, Promotions by Design fully integrated promo into their product line and eventually assumed the distributor's business when they retired.

Joe attributes his promo success directly to his relationship with ASI®. From educational events to networking opportunities to better understanding industry trends, ASI has been integral to helping him navigate the industry and build valuable partnerships.



***"I couldn't imagine running our business without being a member of ASI. The benefits they offer are unmatched."***

## EXPONENTIAL BUSINESS GROWTH

Once Joe's printing business reached the limits of its potential, he knew he needed to change things up to find new levels of success, and with ASI by his side, a new revenue stream was unlocked.

"Adding promotional products increased our margins and overall profitability of the company," Joe said. "We have less overhead and no pressing equipment ... these advantages give us higher overall growth sales and profit margins."

Joe has utilized ASI's ESP+ platform to connect Promotions by Design with everything they need to source, sell and succeed in the promotional products industry. With organizational and project management tools,

plus access to ESP+ Websites and ESP+ Stores, Joe takes advantages of unique features and benefits only offered through ASI membership. His customers used to have to look elsewhere for their promo needs, but now Promotions by Design acts as a one-stop shop for both printing and promo.



## UNMATCHED NETWORKING

Whether you're sourcing products or building new relationships, attending industry events is essential to growing a successful business in this \$26.6B industry. ASI is the industry leader in this space, offering a wide variety of events throughout the year in all corners of the U.S.

As an annual attendee of ASI Show® Chicago, Joe understands the value of in-person connection.

"Networking at ASI events has been crucial for building successful distributor and supplier friendships," Joe said.



He also cited trade shows and in-person events as the best way to break into new markets. With an eye on making more contacts in the community events and nonprofits spaces, Joe was able to expand his reach to some of the top promo producers in the country.

## ALWAYS LEARNING

One of the keys to a successful business is to continue learning and growing with each passing year. Whether it's with innovative technology, hot trends or the latest economic and industry news, it's essential to evolve with the times and stay ahead of the curve if you want to be one step ahead of your competitors.

*"I still take advantage of ASI Show Education Day events. I find them pertinent for learning new industry trends."*

ASI helps printers keep their fingers on the pulse with exclusive news and research from our award-winning editorial team. There's also plenty of free education and resources through ASI University, designed to further your professional development and increase your industry knowledge.

Joe thinks continued industry education is much more than a membership perk – it's a must for establishing yourself as a trusted industry leader.

## ADVICE FOR OTHER PRINTERS

Having experienced the highs and lows of being a small business owner and transitioning to being a promotional products distributor, Joe has a handful of helpful tips for other printers looking to expand their offerings:

- **Embrace Change:** Be open to shifting your mindset from manufacturing to distribution, and understanding that you may have less control over the production process.
- **Choose Reliable Suppliers:** Select suppliers who handle their own printing and can offer the flexibility you need for your projects.
- **Market Effectively:** Use customer referrals, networking events and cold calling to reach new clients and expand your promotional products business.



**Explore the ASI membership benefits Joe discussed and more.**

**Explore Now**