



Transform Your Brand the Right Way

5 Crucial Considerations When Choosing a Printed Graphics Provider



At Visual Marking Systems (VMS), we know you want your business to be a recognizable leader in your industry. In order to do this, you need a reliable partner who can be the single source for all of your graphics printing needs.

The problem is, your current printed graphics don't meet your satisfaction and standards, which makes you feel frustrated and worried about the perception of your brand. The quality of your printed graphics should reflect the quality of your business, products and company, and we understand how important these graphics are to your reputation and status as an industry leader.

In order to help you find the right partner, we've put together a list of considerations you should be making during the vetting process.



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Strategic Support

A printed graphics vendor should be a strategic partner, working with you to make sure they provide the right solution the first time. Your vendor should take a proactive approach, providing prompt and innovative services for your particular needs, such as:

- Identifying any pain points or failures that you're experiencing
- Proposing a strategy and/or suggesting alternative standardized materials that can save your organization money



Efficient Services

Not all printing companies offer the same solutions. Look for a printing company that can help you meet your needs with a wide range of services, from printing to customized graphic design to graphics installation. It's a good idea to connect with a company that has a wide range of capabilities that can be tailored to your unique needs and keeps these three things in mind:

- Your business' core values
- What you want to convey
- How you want to reach people



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Quality Assurance

When you're printing important materials, quality should never be compromised. Poor quality can damage your brand and your customers' perception of your company. Look for a vendor that has the design and technical know-how to ensure flawless results.

Quality partners use the latest technology and are ISO-certified—giving their customers confidence that the vendor has processes and procedures in place to provide consistent quality in manufacturing. Companies that have solid quality management systems build high-quality products and a great reputation. Quality suppliers can show examples of previous print jobs and share testimonials from satisfied customers.



Customer Service

Make sure you choose a printed graphics company that puts a strong emphasis on customer service. Receiving updates on lead time/product information, as well as getting assistance with graphic design, material selection, printing process recommendations, product design and quality assurance programs are all things you should look for when choosing a vendor. If the company you're looking at doesn't make you feel like your project is truly important to them, move on.



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Product Durability

Many industrial OEM customers require extensive product testing to ensure a high level of quality and that products will stand up to harsh environments, as well as meet compliance requirements within their own industry standards. When you're vetting a printing company, find one that offers a range of quality and environmental testing capabilities, such as:

- **Dimensional Stability:** Tests how well a product retains the proper shape and dimension after being exposed to extreme conditions, such as cold and hot temperatures
- **Ultraviolet Weathering/Accelerated QUV Testing:** Tests how well the product retains the proper dimension, color, appearance and adhesion when exposed to extreme ultraviolet lights for extended periods of time
- **Shelf Life:** Combines a series of test results to determine the optimum time a product will remain in a useable condition while stored in inventory in a controlled environment
- **Abrasion Resistance:** Tests how well a product performs when repeatedly exposed to a rough, abrasive surface
- **Chemical Resistance:** Tests how well a product performs when exposed to chemicals such as oil and gasoline



Proven Printing Solutions

For more than 60 years, VMS has helped thousands of companies just like yours visually transform their brands and products. We're a reliable single source for printed graphics that accurately reflect the quality of our customers' brands and products. We'll help you gain an edge with visual markings that make your company stand out against the competition.

Let Us Help You Transform Your Brand

Improve your company's brand with vibrant custom printed solutions for your equipment, vehicles, buildings and employees.

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