

IS DIRECT-TO-OBJECT PRINTING RIGHT FOR YOUR SHOP?

CHECKLIST

A quick guide for small to mid-sized print shops ready to grow with in-house hard goods decoration.



- ✓ **Review your top 10 customers** - how many currently buy branded drinkware, promotional products, awards, electronics, or hard goods from another supplier?
- ✓ **Identify repeat hard-goods orders** - mugs, tumblers, water bottles, pens, phone accessories, candles, cosmetic packaging, and promotional products are ideal DTO opportunities.
- ✓ **Calculate the margin on a typical 50-piece order** - compare outsourced decoration costs vs. producing in-house with direct-to-object printing.
- ✓ **Look at current event, corporate, and promotional clients** - any customer ordering branded merchandise is a potential DTO customer.
- ✓ **Audit your existing equipment and workflow** - do you have operators, design capability, and production volume that could support hard goods decoration?
- ✓ **Identify products your customers request most often** - focus on the top 3-5 item categories rather than trying to decorate everything.
- ✓ **Ask every customer what else they need branded** - not just apparel. Many buyers need drinkware, giveaways, packaging, and promotional items from the same vendor.
- ✓ **Evaluate local competition** - how many shops in your market can offer full-color, on-demand decoration directly onto cylindrical and irregular-shaped objects?
- ✓ **Determine your break-even volume** - estimate how many drinkware or promotional product orders per month would justify in-house production.
- ✓ **Market the capability on your website and sales materials** - showcase personalized drinkware, promotional products, and short-run customization to existing customers.

Contact your local Inkcups representative to walk through profit calculations using our customized online ROI calculator.