WEBMART®
BEST PRINT ● BEST PRICE™

Print management _for_ printers, not against them!

Print Management (PM) in the UK has often driven printers' profits down - by getting between clients and their current printers, and by putting another layer of cost in the print-buying process. Printers often paid for this through reduced prices and hidden rebates.

WEBMART® believes this is unfair and unsustainable... and that the best form of defence is attack: printers should gain the print management profits in future – by giving better value and a better service than current PM. With the re-launch of FreePrintManagment.com as a **trade-only** service, it has put its money (a £5m investment over 10 years) where its mouth is, by giving printers this PM toolkit to achieve this - for free.

With this service, printers work out prices instantly via the website and, as well as getting a guaranteed best price to the trade, also get the "market price" (a kind of "RRP" for print) on each job - so that, even if you've never sold this type of print before, you know what price to sell it for and what profit you can make from print - without printing it and before you give the price to the client, so building your integrity and relationship with your client.

"We already have over 350 printers registered on the FreePrintManagment.com site. On average, they are making 15% on the print that we manage for them: they are making more money by not printing than by printing themselves!" says Simon Biltcliffe, Managing Director of **WEBMART®**. "Trust is everything in print and our suppliers are all quality printers working under a strict NDA / SLA framework. With our all-in print-management prices, there really is now a new, no-risk way to make money - by selling to your existing customers a broader range of print than you can manufacture, and with no investment needed. It's a world first, and every printer can win from this new service!"

WEBMART® includes an average print management fee of 8% in the FreePrintManagement.com print prices, so when a FreePrintManagement-printer competes with AN Other PM company making typically 25% on average, the printer wins. The **WEBMART®** print team have 458 years of print management experience to deliver the service.

WEBMART® this month won the European Business Awards 2009 Business Growth Strategy award for its ground-breaking and sustainable procurement model. It is the leader in its field.

Contact: Simon Biltcliffe, Managing Director, at simon.biltcliffe@webmartuk.com.

More information is available through the **WEBMART®** website: **www.webmartUK.com**.

About WEBMART®

Founded by entrepreneur Simon Biltcliffe in 1996, **WEBMART®** is the UK's third largest print management company with no presses. It has a turnover in excess of £37 million, with 36 employees across three locations. The company has a database of over £4 billion of print prices from the past 8 years of online estimating. Customers include Tesco, Blockbuster and The Sunday Times.

ENDS