



EPSON



THE PRINT OPPORTUNITY FOR OUR PARTNERS IN TODAY'S MARKET

We spoke to Ryan Mitchell, our Print and AV Director at Westcoast, to gain his insight on how partners can boost their margins while addressing their customers' print challenges.



Ryan Mitchell
Print & AV Director,
Westcoast

Ryan is a specialist in all things print, with a deep understanding of the market – and how it's changing today. We asked him to share his learnings on the print sales offerings and opportunities that partners – and their customers – benefit from.



In today's dynamic print market, a golden opportunity exists for our partners. The horizon is expanding at pace to encompass print supply innovations like consumer print subscription plans and Continuous Ink Supply Systems (CISS), alongside more traditional printer sales.

Our wide range of service options enables our partners to meet customer demand with agility and precision. The shift towards Managed Print Services (MPS) is not just about printing pages – these service options offer enterprises a holistic package for

everything from document management and routing to digitisation. The benefits include streamlined workflows, reduced environmental impact and significant cost savings.

As ESG goals become paramount, vendors like HP, Epson and Lexmark, all are focused on reducing their impact. Now it's possible to align customers' print needs with cutting-edge innovation and environmental responsibility, efficient processes and reduced costs.



NAVIGATING THE PRINT SALES ECOSYSTEM

While the print industry ecosystem may appear complex at first, the fact is it provides partners with a range of diverse sales approaches. So every business customer's unique requirements can be specifically met with:



TRANSACTIONAL PRINT SALES:

The familiar solution with no long-term commitment

These sales opportunities offer convenience and immediate control, appealing to SMBs that manage cashflow through outright purchasing. As the traditional approach to buying devices, transactional sales allow businesses to buy and set up printers, then source supplies on a just-in-time/as-needed basis, with optional page plan or print management environment add-ons.



THE EVOLUTION OF PRINT:

From landfill to longevity

We can now provide customers with print solutions with environmental considerations built in, from a variety of cartridge recycling programmes to Epson's low-power, heat-free inkjet printers and Lexmark's designed-for-longevity devices, with durable metal chassis and waste-minimising components.



SIMPLICITY ELEVATES PRINT STRATEGY:

While transactional sales appeal to customers for their simplicity, MPS and subscription models like CISS offer higher long-term value – plus additional environmental benefits. They're both lightweight, user-friendly and incredibly efficient devices – perfect for hybrid workers.

For organisations with the budget and business needs, our partners can **REDUCE PRINT COSTS BY UP TO 30%** with a comprehensive MPS solution – while also providing advanced document management and security features.



MANAGED PRINT SERVICES (MPS):

Comprehensive service provision that extends to print partnership

Designed to meet the complex needs of large enterprises, corporate/public sector organisations and educational settings, this model services larger fleets by anticipating the organisation's print habits and patterns of demand.



CONTINUOUS INK SUPPLY SYSTEM (CISS):

The sustainable solution for long-term savings

Subscription models that offer per-page-per-month services, like HP Instant Ink, mirrors a wider shift in consumer behaviour. With high-volume ink tanks and refillable bottles, the CISS option appeals to customers prioritising environmental responsibility alongside financial considerations.

CISS also offers new opportunity, alongside offering transactional ink and toner subscription, enabling them to move away from purely transactional device sales. Our partners can capitalise on ongoing revenue streams while their customers reduce their environmental footprint.



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Lexmark

HOW CAN WESTCOAST HELP WITH TODAY'S PRINT OPPORTUNITY?

We empower our partners to capitalise on the market opportunities in print sales. With access to a range of solutions informed by greener innovations from leading vendors (including HP, Epson and Lexmark) and emerging market trends, print strategy can be led by customer needs, with offerings curated to match.

For more details about how we can support you with your print sales opportunity, get in touch with your dedicated Print Sales team:

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