TAGA NextGen

How to Build a Sustainable & Repeatable Print Business (Across Multiple Locations)

Cory Sawatzki
VP Operations and Purchasing
AlphaGraphics

National Accounts Overview - Value Proposition

Scalable and Technical B2B Branding & Marketing Platform

- **Centralized Branding Platform:** Customers access customized marketing assets to ensure consistency in local advertising.
- **Flexible Asset Customization:** Edit existing assets or request new designs for tailored branding needs.
- **Nationwide Print & Installation:** Print locally at any of 250+ AlphaGraphics locations with scheduled installation support.
- **Marketing Fund Management:** Seamlessly manage marketing funds at national and local levels.

Target Audience: Designed for multi-location enterprise franchises and emerging brick-and-mortar businesses.

Sustainability in the Printing Industry

Understanding the Paper Supply Chain for Environmental Impact

Environmental footprint of printing
The printing sector is a significant consumer of natural resources, with paper production alone accounting for 26% of solid waste in landfills and high carbon emissions.

Supply chain transparency
Tracing paper sources helps identify unsustainable logging practices and supports certified suppliers like FSC and PEFC to ensure responsible forestry.

Consumer influence
Educated customers can drive demand for eco-friendly options, influencing printers to adopt sustainable paper and production practices.

Centers of Print Excellence

Where Ideas Become Tangible, From Business Cards to Banners & Beyond

Franchise Power
Certified AlphaGraphics Centers are production hubs, executing web-to-print jobs locally with precision and consistency.

Streamlined Workflow
Jobs flow from Adobe Express through agOnline and are routed by location, type, or customer delivery preference.

Customer Relationship Loop
Centers gain valuable leads and build long-term customer relationships from each National E-commerce order.

Cutsheet Essentials
Business cards, brochures, flyers, and certificates form the bedrock of professional print—delivered with premium quality.

Large Format Impact
Posters, yard signs, banners, and decals bring brands to life in bold, physical spaces.

Promotional Product Variety
From mugs to hoodies to tote bags, the platform offers creative, personalized merchandise for every need.

Audience Considerations

Understanding Customer Needs & Logistics

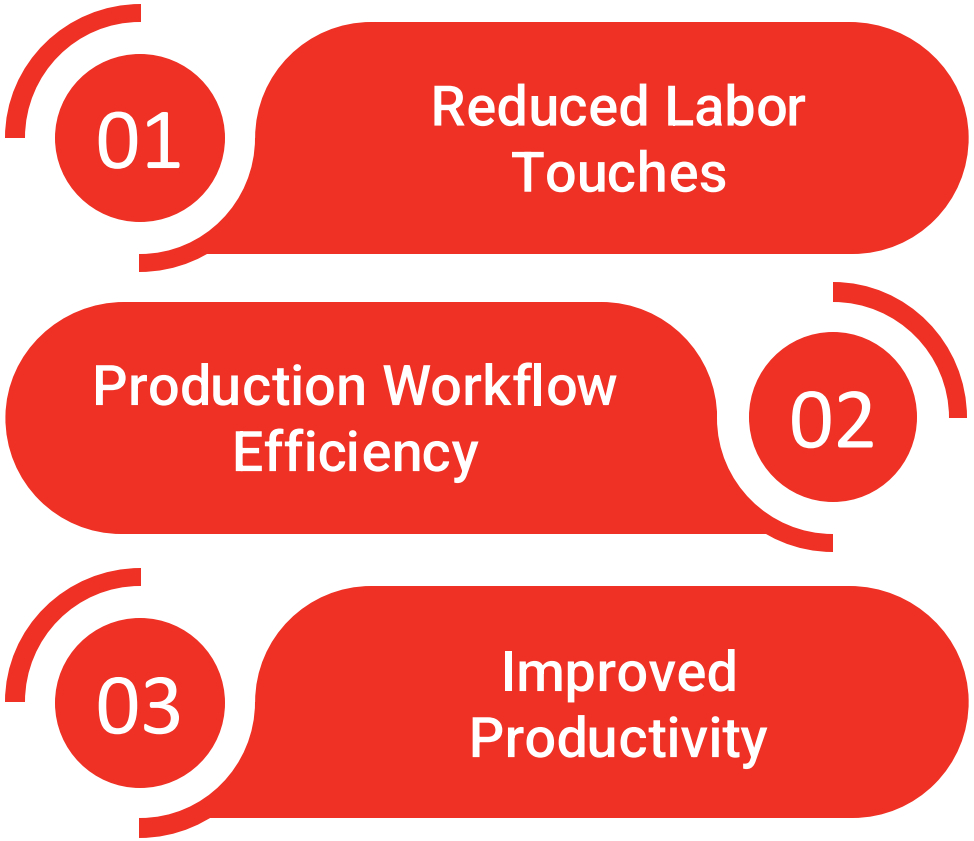
- **Shipping Logistics:** Not all AlphaGraphics locations are within driving distance—shipping is required.
- **Platform Integration:** Some brands may already have asset management systems, requiring flexibility.
- **Tailored Messaging:** Different audience segments require customized communication strategies.

Differences Between AlphaGraphics Locations

Understanding Baseline and Growth Capabilities

- **Baseline Franchise Capabilities:** All AlphaGraphics centers are mandated to provide core services including printing, signage, and marketing essentials, forming the uniform baseline product offering.
- **Location-Specific Enhancements:** Individual centers may invest in advanced tech and staff to offer high-margin services such as large-format printing, web design, and custom marketing solutions.
- **Market-Driven Variability:** Geographic and demographic factors influence which services are emphasized; urban areas may focus more on digital marketing while rural sites lean towards traditional print.

Leverage your Certified Center Qualification

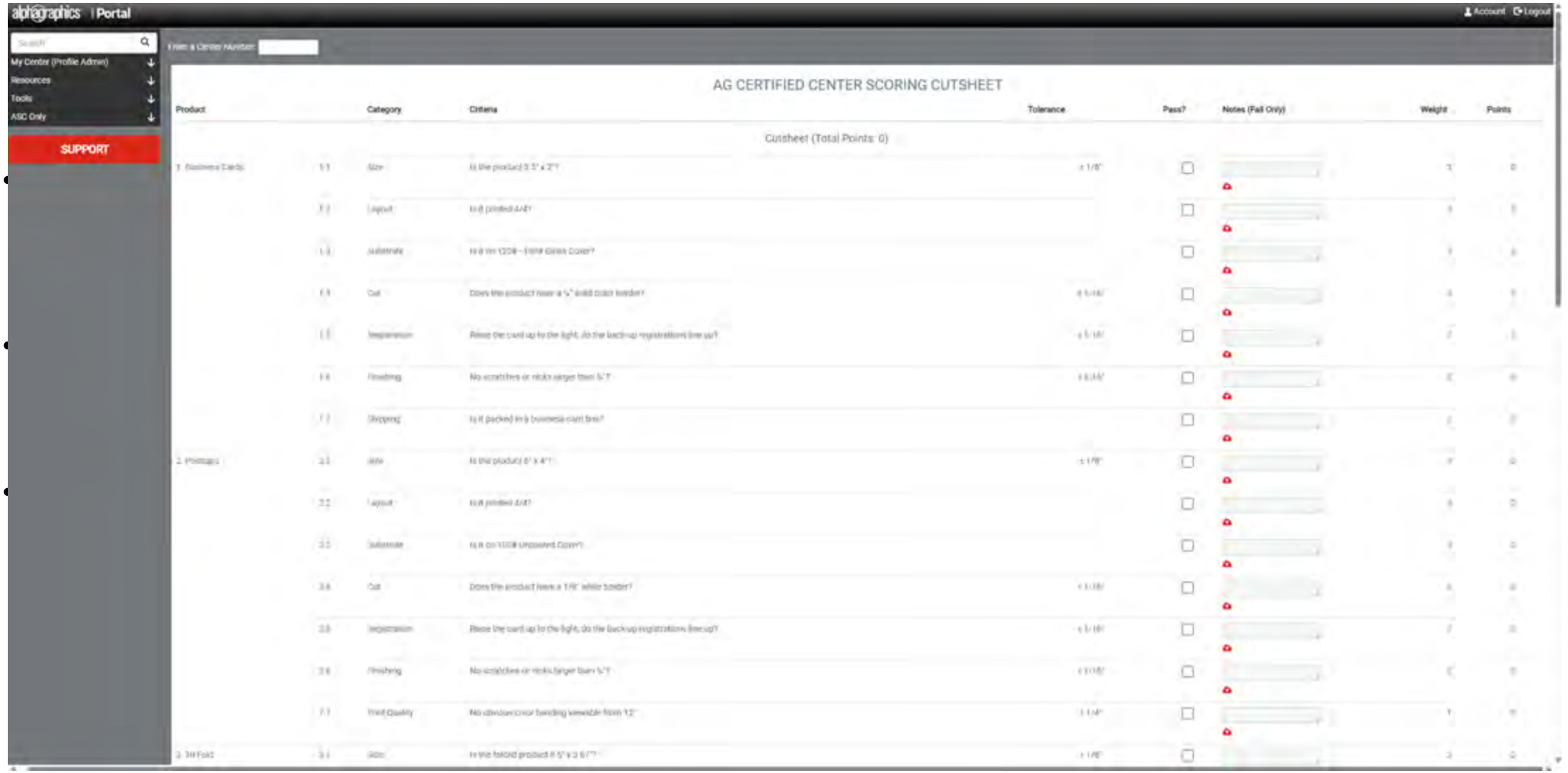


The idea behind the Certified Center Program should stand on its own. There are costs involved—both technical investments and time/labor—to maintain quality and consistency.

A national program that encourages these practices should be seen as a bonus, not the primary motivator.

The real focus should be on upholding a standard for your customers, ensuring their satisfaction, and ultimately driving repeat business.

Team grading mechanism.



Results and status repository

Custom Order Routing System at AlphaGraphics

Efficient Fulfillment Through Certification and Proximity

- **Automated Location Matching:** System routes orders to the closest AlphaGraphics center based on customer delivery address and capabilities.
- **Certification Unlocks Access:** Centers gain eligibility by completing a certification process that ensures service quality.
- **Backend Integration:** Certified centers are added to the website backend, enabling them to receive routed orders.

Adobe Express + AlphaGraphics

A Fusion of Design Simplicity and Print Excellence

- **Adobe’s Massive Reach:** Adobe democratizes design for anyone, anywhere—now supercharged by AlphaGraphics' print execution.
- **Seamless Integration:** Customers use Adobe's intuitive tools within agOnline to create designs directly connected to AlphaGraphics’ production system.
- **Empowering the End-User:** This partnership bridges creativity and commerce, letting customers ideate, design, and order—all in one smooth flow.

Certified Color Control

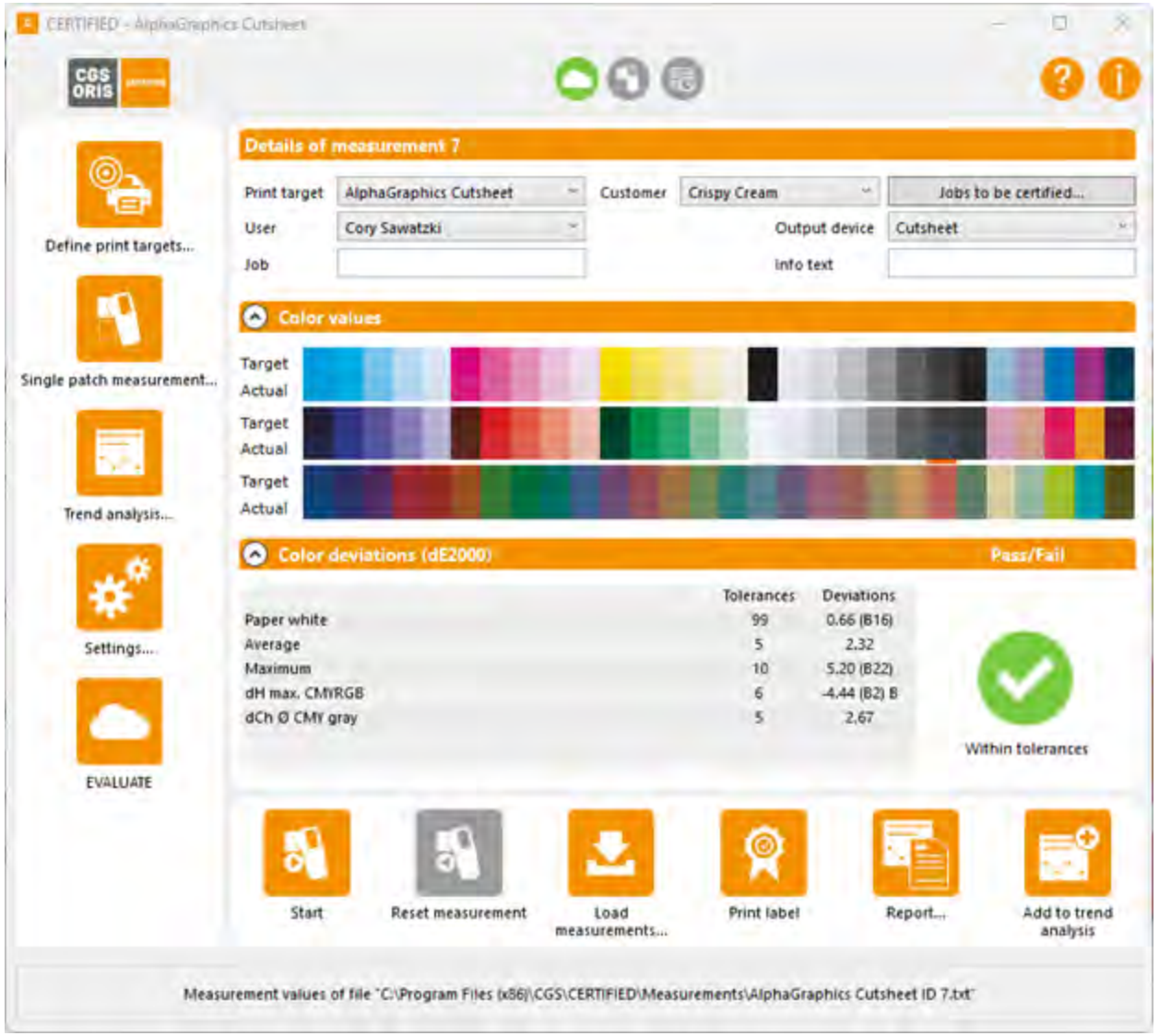
Precision, Consistency, and Professionalism

- **Mandatory Certification:** All participating Centers must pass test jobs and color profiling to ensure uniform print quality.
- **Weekly Color Validation:** Centers must run weekly color strip tests using spectrophotometers to maintain standards.
- **Advanced Tools Available:** Color Profiler Suite and X-Rite tools enhance calibration, consistency, and turnaround speed. CGS Certified for validation.

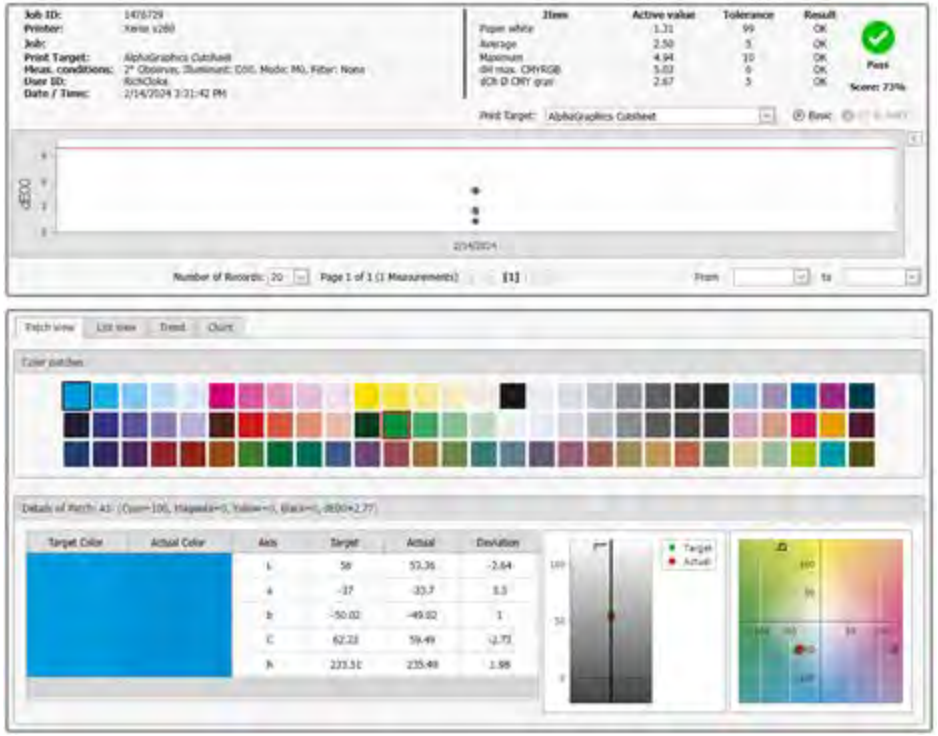
Certified Color Control

CGS - Certified

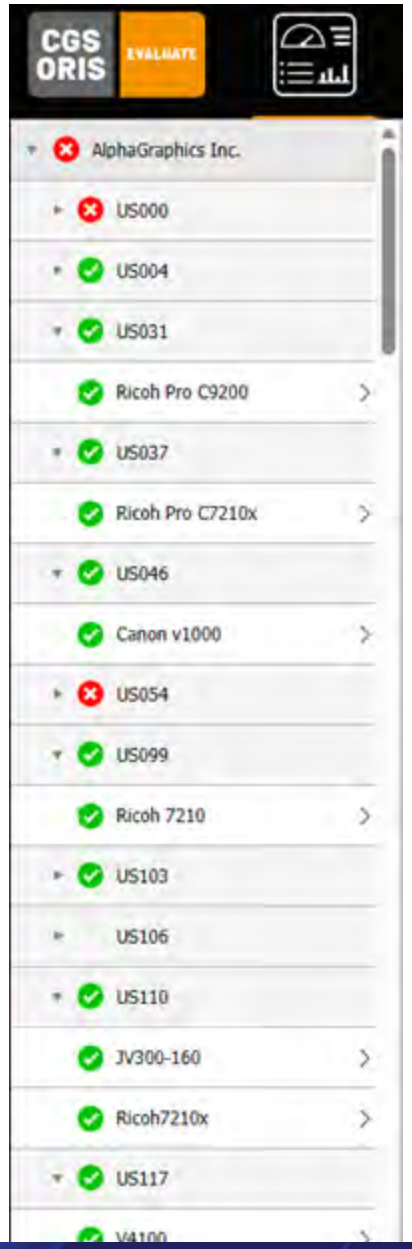
- **Cutsheet Certification:** We use GRACoL as our standards at different levels.
- **Paper:** As discussed we control paper white by sourcing from known partners, and using standard stocks to keep consistency.
- **Training:** We have recorded training on all the steps for not only certification, but steps for next steps on Failure.

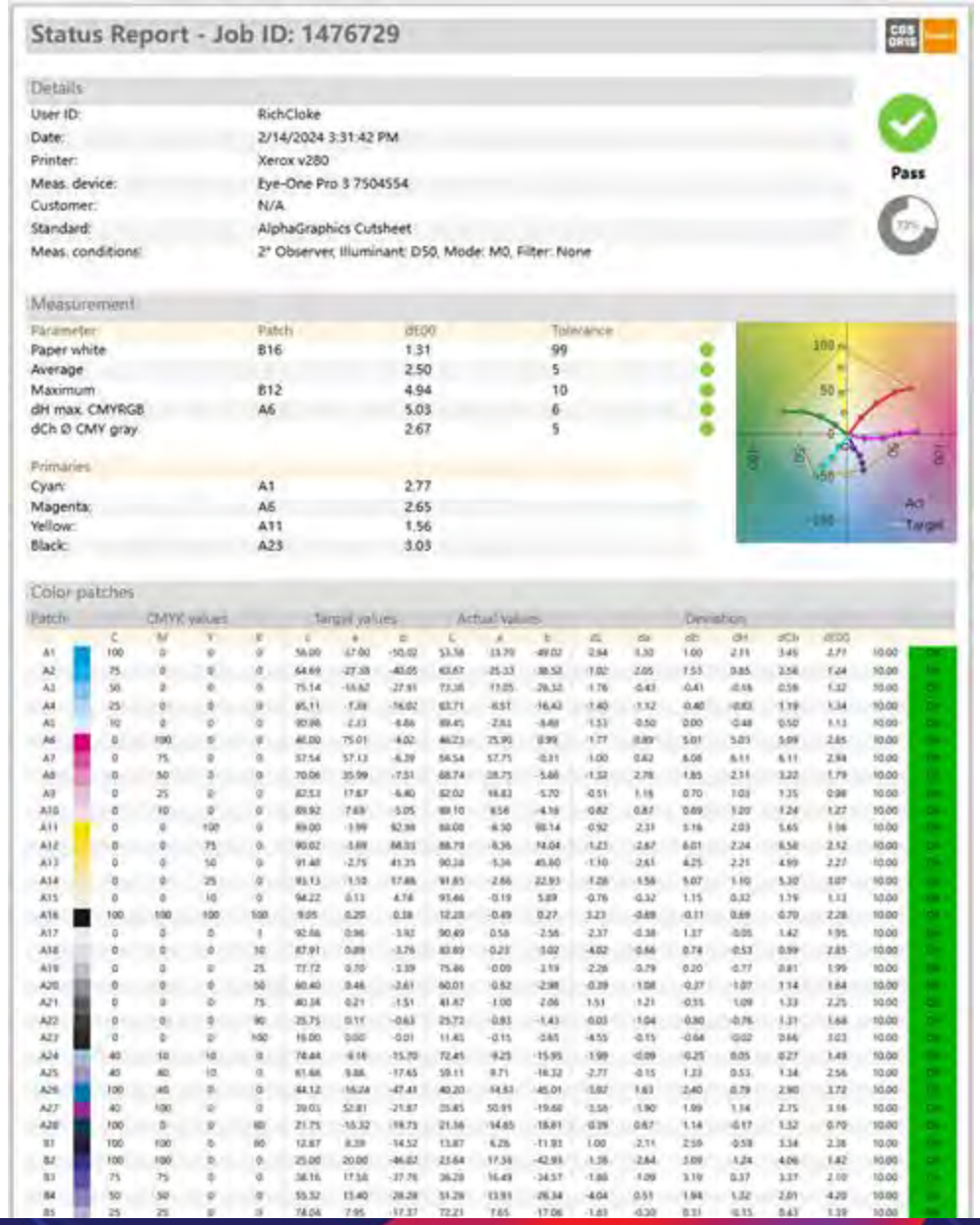


Certified Color Control



Samples of the tools we can use on our web based validation repository.





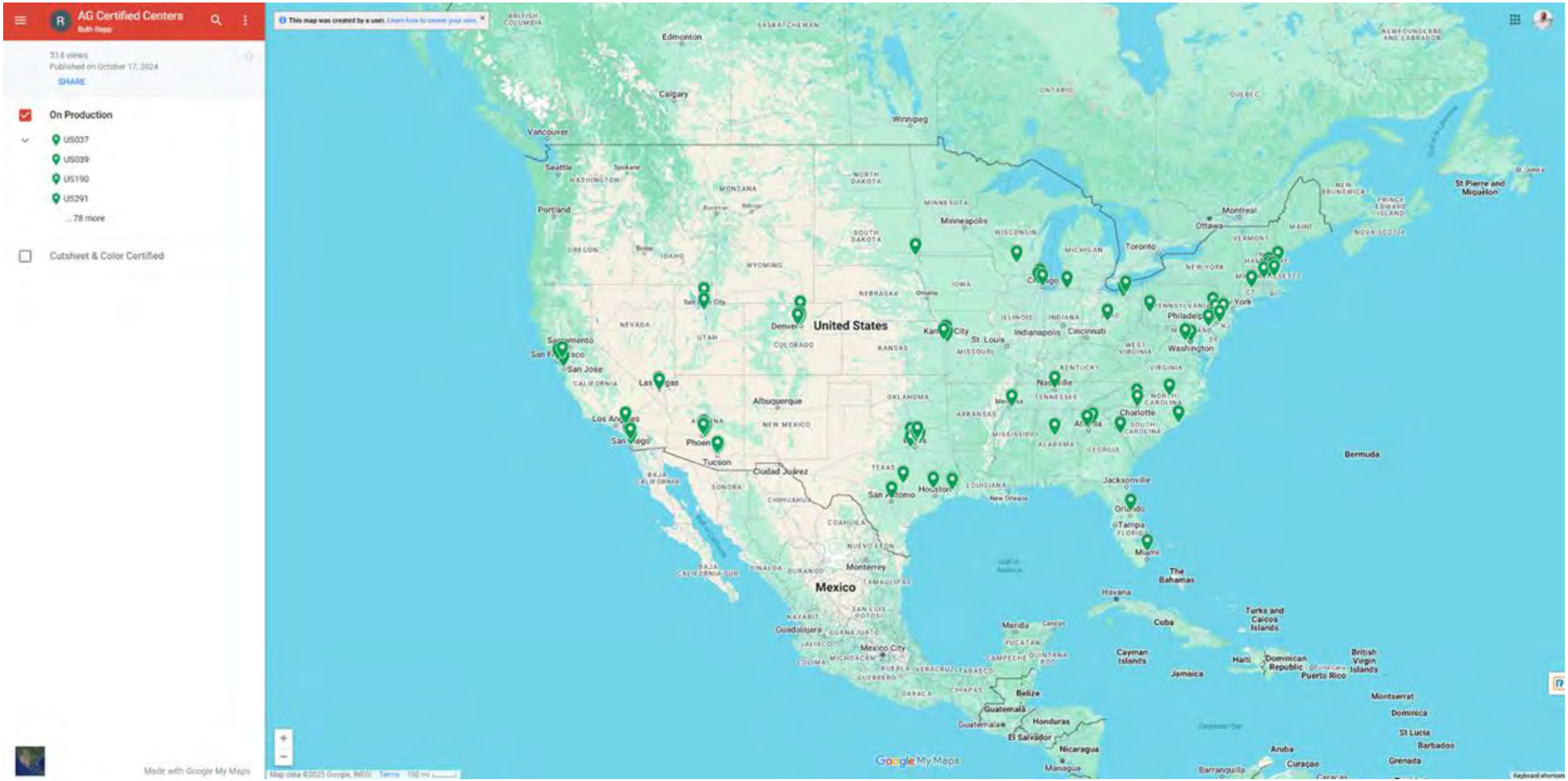
Seamless Order Fulfillment

Delivering Quality, Fast

3-Day SLA Commitment
Centers must fulfill and ship orders within 3 business days of receipt—ensuring customer satisfaction and timeliness.

Smart Routing Logic
Orders are routed based on location, delivery method, and Center status, optimizing production efficiency.

Customer Complaint Resolution
AlphaGraphics HQ handles complaints, evaluates file issues vs. production errors, and ensures fair responsibility.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No matter where you are…

In the end, the distribute-and-print model isn't just about saving time and money—it’s about bringing printers and customers closer together, even if they’re thousands of miles apart. It’s fast, efficient, and eco-friendly… and let’s be honest, it saves everyone from the horrors of shipping delays and crushed boxes. So whether you’re printing across the street or across the globe, the solution is at your fingertips.

Q&A

Name: Cory Sawatzki
Phone: 469-879-5546
Email: csawatzki@fortidia.com
Website: www.alphagraphics.com
LinkedIn:https://www.linkedin.com/in/printismything/