



Great Quality, Great Service

PsPrint comes through in a pinch to help get the job done

By Stephanie Andre

For a recent trade show in California, LeadQual Founder Glenn Houck found himself in a bind. His company had designed a detailed brochure, but needed to make an important change just before the show. He knew his printer wouldn't be able to get the job done and shipped in time—without incurring

express shipping charges, which would have been hugely expensive—so he decided to look for a printer in California. That's when he found Oakland, California-based PsPrint, an online printing company that delivers printing, direct mail and design services for real estate professionals.

“When we decided to look for a printer in California,” says Houck, “part of the reason why was that we thought shipping would be more cost-effective and we might be able to get the brochures sooner. I asked if we could get the printing done in a week.”

Not only did he get his shipment on time, on paper stock that was the same quality he had used with his previous printer—but for a fraction of the price (*see sidebar on page 56*). “Never in a million years did we think their price would come in that far less than our old printer—about 30-40 percent—with the same paper stock,” he says. “I don't know if they're doing greater-scale projects or have more items in stock—it doesn't really matter to me. What does matter is that they did a great job.”

To that end, during the show, Houck decided to do an experiment at his booth: He asked attendees to look and feel samples of both the “old” brochure and the reprinted PsPrint version and tell him which one was the more expensive paper.

“We did a blind touch test to see who could tell the difference,” explains Houck. “We asked people to feel the paper and look at it, and then asked which one they liked better.”

The end result? No one could tell the difference between the two. “They didn't believe that they were two different products,” he says. “No one could feel or see a difference.”

According to Houck, the price difference and quality of the work was so great that for future projects, he's already decided to continue working with PsPrint.

“The difference in cost is so big that it doesn't matter where we have to ship—we'll still be saving money,” he says. “They delivered on a promise; that's important. Bottom line: If I can save money and get great quality, then you've got my business.” **RE**

For more information, please visit www.psprint.com.