

PRINT WITH PURPOSE

A Publisher's Guide to Vetting Printers



POWERFUL QUESTIONS PUBLISHERS SHOULD ASK



Capability Questions

- "What types of books are you best suited to produce?"
- "Where do you see projects like ours becoming challenging or inefficient?"
- "What finishing options do you specialize in vs outsource?"



Scheduling & Reliability Questions

- "What are your current lead times—and how often do you hit them?"
- "What happens if a job is delayed?"
- "How far in advance should I be scheduling projects to guarantee my pub date?"



Cost & Logistics Questions

- "What factors could change my quoted price after the quote is issued?"
- "How do freight and delivery timing impact total cost?"
- "What risks should I be aware of with overseas production right now?"



Quality & Consistency Questions

- "Can I see physical samples similar to my project?"
- "How do you ensure consistency across reprints?"
- "What quality control processes do you have in place?"



Partnership Questions

- "Who will I be working with day-to-day?"
- "How do you handle problems when they arise?"
- "What does a successful long-term relationship look like to you?"