How to Start Your Own Promotional Product & Screen Printing Business

Tap Into This Lucrative $18 Billion Market, Be Your Own Boss and Earn 3 Figure Hourly Income From Your Home!

Have You Dreamed About Starting Your Own Business and Being Your Own Boss?

Like most people, at one time or another you’ve probably dreamed about starting your own business. We’re raised with an entrepreneurial spirit but often the path to become one is not clear.

Do you find yourself asking these questions?

• What type of business?
• Can I afford it?
• How and where do I set it up?
• How will I market myself so I’m successful?

The list of questions itself can often times dissuade you from even getting started. So let’s get those questions answered and get on the path to being the successful entrepreneur you’re dreaming of being!
What Type of Business is Right For You?

One of the hardest parts of starting a business is deciding what type of business you want.

There are lots of late night infomercials for business opportunities that make promises too good to be true.

There are thousands of types of franchises, from fast food restaurants to oil change shops. Franchises are very expensive, require that you lease retail space and they have ongoing royalty costs and strict regulations.

Not to mention, it is almost impossible to get started on a part-time basis unless you hire several employees.

A Service or Product Driven Business?

One of the first choices you must make is whether you want to open a business selling services or one that sells products or merchandise.

A service oriented business is one like an accountant, a mechanic, a plumber, an electrician, etc. Someone who sells their services for fixing problems or providing solutions. Obviously, these are businesses that require very specialized education or skills to be able to compete, so that is going to be part of your considerations also.

What skills or education do you have to open a business?

A product driven business is just what the name implies. Examples are mini-marts, specialty clothing stores, kitchen stores, furniture stores, electronics stores, etc.

The obvious problem with this business is the competitive nature of pricing. The last thing you want is to be in a business where you are faced with pricing your product as a commodity to compete with other businesses carrying the same product.

Both of these business types can also require large amounts of investment capital, expensive office or business space, and the hiring of employees.

In other words, a major investment in education, start up and operating capital, and time and energy.

However, what if you could find a business that was a little bit of both?

How about a business that offered the best of both worlds? Offering a highly specialized service selling and producing highly customizable promotional products to businesses for their marketing and promotion.

Even better, what if this highly desirable business:

- **Required minimum investment capital**
- **Could be run from your home**
- **Required no expense for high cost business space**
- **Required no Employees, a simple one man or couple business**

And, best yet, what if you could be up and running in a week with all the comprehensive training you needed to be successful?
Welcome to the fun and profitable custom apparel printing and promotional products business, one of the fastest growing and profitable business models to enter today.

It is inexpensive to get started in and is highly profitable. And, best of all, it’s easy, fun and a very creative industry!

Over the years, promotional products and custom screen printing have been one of the steadiest, recession proof and successful business types around. Just think about it for a minute and look around you.

Screen printed t-shirts and logo products are everywhere! Just in your local area screen printing and silk screen printing is done for youth sports teams and tournaments, club functions, fund raisers, family reunions, fun runs, all sorts of celebrations and events.

You probably have a stack of custom printed t-shirts in your closet along with a dozen pens and other assorted items around the house with company logos and phone numbers.

In 2011, the promotional product industry generated almost 18 billion dollars in sales according to the [Promotional Product Association International-PPAI](https://www.promotionalproductassociation.org).

And, bear in mind, these statistics don’t even include the small to medium short run sales that you could be making by producing and selling to your own community.

In today’s economy, the smaller run orders are even more common and the people who are ordering custom printed goods are more inclined to look for a local source...you!

**Who is Your Market and Where Will You Get Your Orders?**

**In Other Words, Who Do You Know?**

The initial question everyone asks is, "Where do I get my customers."

That is also their initial fear.

So often we hear this trepidation from our customers before they get started.

Just think about it though, everywhere you look there are promotional products and apparel carrying a message.

From the golf course to the office, from the church to the school, everyone is buying and using promotional products to promote their marketing message.

The promotional product market is highly in demand and is extremely lucrative and profitable.

Just take a look at who buys these products and ask yourself who you know that works or is involved with any one of these businesses or groups.

It really is a question as simple as: "**Who do you know?**"
Who Buys These Products?

- Sports Teams
- Schools
- Churches
- Event Planners
- Family Events (weddings, reunions, birthdays, etc.)
- Small Businesses
- Non-Profit Organizations
- Restaurants and Bars
- Real Estate Agents
- Title Companies
- Banks
- Doctors and Dentist Offices
- Car Dealerships
- Boat Dealers
- Automotive and Racing Clubs
- Fund Raising Events (Fun runs and walks, Festivals, etc.)
- Political Groups

Once you give it some thought, consider the people you know and the sports, promotional and event needs in your local community. You’ll probably find that, like most of our customers, you have orders to print and deliver before you even invest in the equipment to fulfill them!
Low Entry Cost Means You Can Afford It

Getting started in the promotional product and screen printing business is one of the most affordable industries around.

How many businesses can you start for less than $20,000.00? Not many! Franchises can be in the six digits and then you have to lease retail space as well as pay lifetime royalties.

You can get set up with a basic yet professional silkscreen machine and everything you need to do your artwork for approximately $7,000.00. If you want higher productivity and more options, you can get started for around $15,000.00.

How You Can Have Earnings of $200 Per Hour

Operating Your Own Screen Printing Business

Profits are the name of the game. You want to make sure any business you choose can produce profits quickly in order to pay off your investment in the business and put you on the path to entrepreneurial success.

Let's take a look at your profit potential with a screen printing business or silk screening operation.

Providing you get the word out, you should be able to enjoy a healthy return on your investment in just a few months. Obviously, this depends on you. Business doesn't just walk through the door, especially when you are new and just starting out. So it will be up to you to grow this business just as you would have to grow any business by marketing yourself.

Let’s take a look at your potential profitability on just a couple items that have proven to be in high demand and winners in the promotional product marketplace.

Profits From a Typical T-Shirt Printing Business

An average t-shirt order of 100 basic white t-shirts with a 3 color logo on it will typically sell for around $6 each at a 50% gross profit margin.

Breaking this down, you are profiting $171 in the mark up of the blank shirt and $255 for the print charge for a total profit of $426!

You will also charge around $100 for an industry standard set up fee, which more than covers your cost of materials. A 100 shirt order usually takes around 2 hours to complete.

When all is said and done, you make about $213 an hour for this one job!

To check the demand, just walk down any street and look at all the different printed and logo t-shirts you see strolling past you. T-Shirts are an "evergreen" product, meaning they will be and always are in high demand. You just need to capture your share of the market in your community.
Checking Coffee Mugs for Profits

Another hugely in demand promotional item is coffee mugs.

Let's take a look at how much you can make on a typical coffee mug print run.

An average mug order for 144 plain white coffee mugs with a one color logo will typically sell for around $1.50 at a 50% gross profit margin. You will also charge an industry standard set up fee of $45. Of this set up charge, your actual cost of materials is about $15. A 144 mug order will typically take you around 1 hour to complete.

**When all is said and done, you made a profit of $138 on this 144 mug order or $138 an hour!**

Assuming these 2 minimum profit scenarios (t-shirts and mugs), after just over 40 hours of working on your screen printing system you will have made your entire $7,000 investment back, including the costs of the inks, shirts, and other supplies needed.

What other business have you heard of where you can capture back your initial investment after one full week of operation?

"It’s crazy timing, we bought our Printa set-up five years ago, have been running a very successful printing business ever since, and just had the grand opening for our first retail store in Chicago today. I’ll be honest, when we bought our Printa kit I wasn't sure that it would really pan out to be more than some side money or a hobby, but my wife and I have long since both quit our jobs and both print for a living now. Just thought I’d share. :)" ~ Jeremy Hooley via Facebook

How Will You Pay For It?

If you don’t have the resources to pay for the equipment to get started up front, there are other options available to you. Here are a few ideas for you:

- Small business loan from your bank or credit union
- Lease from a finance company
- Small Business Administration Loan
- Grant

By using someone else’s money, you free up your working capital so it is often a great option to get started. It does require a good credit score and many times, your lender will want you to provide them a formal business plan. The SBA has some useful [tips and templates] to guide you through this process.
Where Will I Run It or Set Up My Screen Printing Business?

You can start your promotional product and silk screen business on small scale without a lot of risk and have your own home-based business. There are lots of benefits to owning a home-based business including:

- low overhead
- flexible work hours
- multiple tax advantages
- no daily traffic commute and paying high gas prices
- no dress code...you can work in your slippers if you like!

How Much Space Do I Need?

All of the equipment we manufacture at Printa Systems is professional yet very compact. You can set up your full promotional product and silk screening business in the space of a one car garage. This grid will help give you a good visualization of the space you'll need.

Imagine that, you only need a 13 x 14 space to implement a fully equipped screen printing business.

Where else can you start a fully equipped profit pumping business for such a minimal investment that requires so little in actual space to operate?

When You Invest With Printa You Get Full Support and Training

No more worries about education or qualifications. We make it simple with our complete training and support system.

Both our printing systems and our support help simplify the process by providing you with easy to use equipment coupled with the hands on training and detailed learning experience.

Your training takes place at Printa Systems’ headquarters and manufacturing facility in the beautiful Pacific Northwest just outside Seattle, WA.

Not only will you learn the techniques, skills, tricks of the trade and industry best practices from our experienced instructors but you will also share the experience with business owners like yourself from around the country. It’s a fun, educational event that fosters ideas and plans for the future while building lasting relationships.
**Hands-On Training Sessions Include:**

- Industry Opportunity and Overview
- Technology Review
- Computer graphics
- Equipment setup
- Screen or plate preparation
- Exposing art work
- Printing techniques
- Clean up procedures
- Systems, supplies and applications
- Product sourcing
- Marketing finished products
- Industry Best Practices
- And more...

We provide hands-on training in how to use our equipment and offer the programs you need on how to start a successful printing company from home.

**Earn Extra or Full Time Income with Our Home Based Printing Business Start Up**

When you are your own boss, you get to control the direction of your company and you are directly rewarded for all of your hard work.

If you look around you, you can't help but see tons of promotional products with company logos and other graphics.

Where do you think those products came from?

When you start your own promotional products printing business at home, you will be able to supply those products and have the opportunity to earn extra income.

At Printa Systems, home-based entrepreneurs have the opportunity to get into a fast growing profitable industry with low start-up costs. You will be able to quickly turn a profit from your business.

A profitable business translates into more income for you.

Isn't it time for you to explore what starting a promotional product printing business can do for you?
Partner With Printa and Start Putting Profits In Your Pockets With Your Own Screen Printing Business

As the leading supplier of screen printing and silk screening equipment, pad printing equipment and heat sublimation equipment, we have the full range of screen printing products and services you need to be successful.

Our Printa Partnership program is recognized as the leader in the industry for product training, support and getting you up and profitable as quickly as possible.

Check out our full range of products and services:

**The 550 Series Sublimation/Heat Transfer Printing**

The 550 Series heat transfer system is a safer, sturdier, lighter-weight alternative to a standard swing away press. It is effortless to use, and offers you protection from the heating element. Save space and increase your production speed!

Learn more about our:  
[Sublimation and Heat Press Printing Equipment](#)

**The 770 Series Screen Printing and Silk Screening Solution**

The 770 Series™ all-inclusive screen printing system is available as a 4-color/4-station, or 6-color/4-station unit. Whether just starting out, or expanding your business to include screen printing, we have a 770 Series™ that is just right for you.

Learn more about our:  
[Screen Printing Equipment and Supplies](#)

**Pad Printing and Pad Printing Machine Solutions**

The 990 Series pad-printing system is the only transfer pad printing system that can print images on curved, textured, or flat items and even converts to a 360° screen printer in under 5 minutes! Two profitable technologies in one modular base frame!

Learn more about our:  
[Pad Printing Equipment and Supplies](#)
Infrared and Convection Dryer Solutions

No matter how quickly you screen print, your products still need drying time. Our dryers get the job done... fast!

Learn more about our: Infrared and Convection Dryers

Put the Power of Printa to Work for You!

Complete Screen Printing Systems For Your Home Based Business Success

Count The Ways Printa Benefits You:

- **Complete Systems** include everything you need to shorten your learning curve and get you started in the fun and profitable custom t-shirt and promotional product business.

- **Support for a lifetime!** Not only do you receive hands on training at our factory headquarters, you’ll have lifetime toll free and online technical and graphics support.

- Because our systems are so compact and efficient, **you can operate your new business from home** or add to your existing business without taking up too much space.

- With the 770 Series Screen Printing System **you don’t need a dark room**. All our inks and supplies are environmentally friendly, so **you can run a green business printing t-shirts**!

- **You get a great return on investment.** With our affordable systems and the great margins you get in selling your finished products, it’s one of the lowest overhead, highest profit businesses available.

- You’re buying direct from the manufacturer. **Made in the USA with a lifetime warranty, in stock and ready to ship to you!**

- You get not only world class equipment, **but also a trusted partner**. We’ve been providing the best start up solutions for over two decades and we take great care and pride in your success!
Listen To What Our Customers Are Saying

Angela,
Thanks!! You folks are wonderful.
Michael, Kata and I look forward to your company's assistance as we learn "pad-printing". We also look forward to a long association. (can't wait for the day we need more machines)
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Hi Jamie,

I'd like to thank you and the entire group there at Printa for your hospitality and friendliness. I had a great time and learned a lot. I have no doubt that the training and guidance provided will help me greatly.

You have a great group there!

Reynaldo
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Hey Angela,
One thing I will say, Printa has by far THE best customer service I have encountered. I truly feel I am not alone in this process of expanding my business. Further, I feel very strongly that we have made the right choice.
Thanks again, and you have a great weekend!

Rick
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Hi Angela:

I had a great time at the Printa Class. Learned a lot. Now to put it to work and make $. After showing off my new T-shirts I have more people wanting bids. Thanks for everything. Your cookbook will be in the mail this week.

Thanks,
Martha
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Isn't it Time for You to Start the Business You've Been Dreaming Of? Contact Printa Today!

Printa System's headquarters, sales, and manufacturing facilities are located in Kirkland, Washington which is approximately 5 miles to the northeast of Seattle on the shores of Lake Washington. For your convenience, we have a supply warehouse located in Kentucky for quick delivery of your supply needs. We are available Monday through Friday 8am - 5pm Pacific Standard Time.

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