



taktiful®

# CONSULTING *BY* TAKTIFUL

UNLOCK THE POWER OF  
DIGITAL EMBELLISHMENTS IN 8 WEEKS



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## What We Do

As the printing industry launched into the world of #SexyPrint with an incredible array of digital embellishment options, there was no doubt that printing would be changed forever.

Long gone were the days of boring old CMYK print.

Now was the time to usher in the era of metallic golds and silvers, shimmering varnish layers fused with fluorescent pinks, and captivating holographic effects. This was the stuff that would have made Matisse blush.

As incredible as the technology and its effects were, however, there were issues:

- **Designers didn't know how to design for it.**
- **Estimators didn't know how to price it.**
- **Salespeople couldn't articulate the value to sell it.**
- **Most importantly, Printer's didn't how to profit from it.**

Many printers today are severely underutilizing their embellishment presses capabilities and not building the kind of monthly volumes they were hoping for.

It's like only using a Ferrari to go grocery shopping on the weekends.

We at Taktiful know this battle full well, and understand what it takes to get those presses turning. We understand from the OEM perspective, we understand from the printer's perspective, we understand from the designer's perspective - and we understand from the agency's perspective. All of these profiles, and more, make up our team of experts.

We're here to help make your life easier.

We are obsessed with special effects and digital embellishments, and are in a position to help any and all rediscover the true market capabilities of their existing presses - and help new users monetize their new investment.

We connect people to brands using the science of touch and help digital embellishment users become more profitable designing, operating, selling and marketing touchable "sexy" print.



**BOOK A DISCOVERY  
CALL TODAY**

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## 8 WEEK CONSULTING TRACK

Our consulting package is designed specifically for printers who want to be successful with their digital print embellishment equipment, specifically with inkjet and CMYK+ technologies.

Over the course of eight weekly, one-hour sessions, our experts will work with you to tackle a new subject, including sales, marketing, estimating, pricing, design, production workflow, quality control, and post-production services.

### What You Get

- Our program offers you a unique opportunity to gain valuable insights using Taktiful's latest and most relevant market data.
- You'll receive personalized attention through one-on-one and team discussions with our team of subject matter experts.
- Each one-hour session will be recorded for your convenience and you'll also receive a transcript of each session in .docx format.
- To keep you on track and motivated, we'll provide you with a customized to-do list with weekly homework assignments.
- Our program also includes built-in accountability systems to ensure that you stay committed to making your embellishments work.

At the end of 8 weeks, you'll have a solid strategy in place to make digital embellishments a key profit area in your print shop.

Don't miss out on this opportunity to transform your business with digital print embellishment.

Contact us today to schedule your free discovery call!

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## The Keys to Success in Embellishment

This Is What You Need to Know

### Introduction to Digital Print Embellishment

- Overview of digital print embellishment capabilities
- Understand the benefits of digital print embellishment for customers
- Explore the data from the 2023 Specialty Ink and Toner Study
- Explore the different types of embellishments and applications

### Marketing Strategies

- Identify target markets for digital print embellishment
- Develop a marketing and branding plan to attract potential customers
- Create a sales strategy that emphasizes the value of digital print embellishment

### Sales Strategies

- Refining your sales pitch and arguments
- Determine KPI's for success measurement
- What are the key applications and why
- Typical upselling ratios
- Tips and tricks to secure repeat customers

### Estimating and Quoting

- Understand the cost components of digital print embellishment
- Develop an accurate estimating and quoting process
- Establish pricing strategies that are competitive and profitable

### Designing for Digital Print Embellishment

- Explore design possibilities with digital print embellishment
- Understand the technical requirements for designing with embellishments
- Develop a design strategy that highlights the unique features of digital print embellishment

### Production Workflow

- Understand the workflow process for digital print embellishment
- Identify bottlenecks and inefficiencies in the production process
- Develop a production workflow that maximizes efficiency and productivity

### Quality Control and Limitations

- Understand the quality control process for digital print embellishment
- Develop a quality control strategy that ensures consistent quality
- Understand the limitations of your machines

### Post-Production Services

- Identify opportunities for upselling services
- Develop a strategy for upselling post-production services
- Understand the value of post-production services for customers

6300 N Wickham RD  
Suite 130 #676  
Melbourne, FL 32937  
USA  
+1.321.574.2296  
www.taktiful.com  
info@taktiful.com



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