

## Print Media, Inc. – The big value of small business

Minority- and veteran-owned Print Media has made a tremendous impact as one of Premier's top performing diversity suppliers. The vendor of chart paper and related products has delivered value in the form of high quality products, competitive pricing, responsive customer service, and innovative technology ideas to Premier members since its first contract award in 2002. In this short period of time, Print Media has expanded its market share from zero to more than 30 percent across the Premier membership nationally.

The Premier Supplier Diversity program was the catalyst for Print Media's success story. It provided the opportunity to compete with the major corporations that had traditionally dominated the GPO supply chain at the time. Once the doors of opportunity were opened, hard work, relationship building, and innovation propelled Print Media from being a viable second alternative to now the first supplier of choice for many members.

Print Media's value as a supplier today has even more significance when you consider the financial state most healthcare organizations are facing. Print Media's success formula provides cost reductions realized by lower acquisition prices, the ability to standardize products and tools to recognize and measure areas for contract compliance savings that larger competitors do not have the same ability or responsiveness to provide.

Owner and CEO Robert Gonzalez shares his views on competing with much larger, market leading corporations:

*"A small diversity supplier is going to work twice as hard to earn your business, offering better products, better service, and better pricing. One advantage of a small business is low overhead which allows us an opportunity to pass the savings to our customers. In contrast, the complexity of big business can lead to high costs, inflexibility to customer issues, longer response time, and ultimately to consumer dissatisfaction. As a small business enterprise, Print Media needs to get noticed, so for example we offer up to 10 years print fade warranty on our chart paper versus our competitor's five- year warranty, on top of 20 to 30 percent savings. Every customer is important to us, regardless of size or their product requirements, which is why we carry more than 300 items, many of which have been discontinued by our larger competitors because small production batches are unprofitable for them. We take the time to listen because we know that a customer's first-hand experiences, constructive criticism, intuitive ideas, and feedback are invaluable building blocks for continuous improvement."*

How can small business compete in today's tough economy?

*"A small company must think big and outside the norm. Having high quality products is a must, however there's little value in just another 'me too' supplier. Even though we are small, we look at ourselves as market leaders because we find different ways to deliver what the market needs. In order to make a difference, you have to cultivate a culture of customer care, innovation, idea sharing, and a can-do attitude and then assemble a team of quality, experienced personnel that share the same values to make it happen. These are just some of the reasons why Premier members are selecting Print Media as their single-source partner for recording consumables."*

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