



COMPETITOR COMPARISON  
BETWEEN COMPANIES

# **PRESS RELEASE TEMPLATE**

## Questionnaire To Write A Competitor Comparison Between Companies Press Release

The purpose of this press release is to explain why the company is the better choice for customers in a specific marketplace.

**Company Name:** Persuasive Printing

**Website:** [www.persuasiveprinting.com](http://www.persuasiveprinting.com)

**Target URL:**  
[www.persuasiveprinting.com/  
design.htm](http://www.persuasiveprinting.com/design.htm)

### Competitor Company Name:

Screen Geniuses Inc.

### Competitor Business Type:

Screen printing and custom-printed products

### Number Of Employees:

34

### Common Marketplace:

B2C companies, independent business owners, non-profits and orgs, promoters and marketing agencies.

### Common Customer Type:

Any company or individual who wants personalized products with their brand, logo, and custom graphics.

### Name Some Of The Common Customer Needs Or Pain Points Of This Marketplace That The Company Is Best At Solving:

Custom products that come back with poor quality results, usually smudging or lack of printing integrity do not reflect well on their brand and do not create a positive impression. We solve this better than our competitors through better screen printing equipment and correctly paring the right inks, paints, latex, and liquid polymers with the blank product material.

### Customer Values:

This is what customers value most when choosing a provider in this marketplace.

Care in the delivery of their products. Quality that reflects positivity on their brand or message. Service that's responsive, so any issues are addressed promptly and assistance is given where and when it's needed.

### Competitive Element:

These are the services, products, and/or capabilities that make the company more attractive to buyers.

We have a unique inspection process for each type of product we offer. This means the quality is confirmed based on the specific attributes of the blank product and how that blank holds the print. We also have a graphics team and comprehensive image quality check and extra accurate digital preview. This gives a better digital rendering of the finished product, so customers know what they're getting and can check that they'll be happy with the results.

### Why Customers Choose The Company:

These are reasons why customers continue to choose the company over its main competitors. Our customers can see the difference in our products. They know they get their money's worth and they have a partner in their branding and personalized products. Our company and our customers all want to see the best possible results.

### Why The Competitor Customers Should Switch To The Company:

Quality and service are what keep us competitive. Our team is specially trained to ensure both are delivered. Whether a buyer has been dissatisfied with our competitors or whether they're perfectly content with the results, we can do better.

### Company Quote About What Makes It The Best Option In The Marketplace:

Some of our most loyal customers are those who were unhappy with the poor quality and lackluster service they received elsewhere. When they seek out a better experience, they find us and they never need to go anywhere else.

### Person Providing The Quote:

Lucy Townsend

### Their Professional Title/Role:

Head of Marketing

### Call To Action:

This is what readers should do if they want to find out more.

Try our image upload and graphics studio to test how your design looks on any one of our popular products.

### Formal Headline:

Persuasive Printing Outshines Competitors In The Screen Printing And Product Customization Market

### Summary:

Buyers of screen-printed and customized products are looking for care and consistency. Persuasive Printing had set itself apart in a tough market by offering exceptional printing results that cause many customers to switch from leading competitors.



# PERSUASIVE PRINTING OUTSHINES COMPETITORS IN THE SCREEN PRINTING AND PRODUCT CUSTOMIZATION MARKET

## PRESS RELEASE SUMMARY

Buyers of screen-printed and customized products are looking for care and consistency. Persuasive Printing had set itself apart in a tough market by offering exceptional printing results that cause many customers to switch from leading competitors.

## PRESS RELEASE

Persuasive Printing is a screen printing and product customization provider that continues to be a major player in the branded and promotional products market. The company stands out from Screen Geniuses Inc. and similar service providers for many reasons.

To learn more about custom, superior-quality printed products, visit [persuasiveprinting.com/design.htm](https://persuasiveprinting.com/design.htm)

Custom and personalized graphic printing has become a standard requirement of B2C companies, independent business owners, promoters, and nonprofit organizations that need an effective way to display their brand's logo, message, and designs.

Screen printing and product customization must be of high integrity to reflect the positively on brand and create the right impression. Buyers of these products are also looking for care and consistency in the fulfillment of their order, as well as responsive service in the event of any issues or requirements for assistance.

When a company can provide this, it stands out, even in such a highly competitive industry. Too often, buyers are dealing with poor quality results, usually in the form of smudged printing and a lack of integrity.

This can be avoided by choosing a company that uses superior equipment and the correct pairing of printing media—such as paint, latex, ink, and liquid polymers—with the blank product material.

Persuasive Printing has gained distinction by maintaining these capabilities and utilizing a dedicated inspection process for every printable product it offers. The work of its graphic team and a comprehensive image rendering resource have also set the company apart by giving its customers an extremely accurate preview of their results.

Persuasive Printing has expressed that it and its customers share the common goal of getting the best possible print quality. When asked why buyers should choose it as a provider over competitors like Screen Geniuses Inc, the company was quick to emphasize its ability to outshine other options, which remains true regardless of whether buyers have previously had satisfactory or dissatisfying experiences.

Lucy Townsend, the Persuasive Printing head of marketing, stated “Some of our most loyal customers are those who were unhappy with the poor quality and lackluster service they received elsewhere. When they seek out a better experience, they find us and they never need to go anywhere else.”

The company encourages buyers to test the Persuasive Printing image upload and graphics studio to see firsthand how custom designs will appear on its popular products.

## BOILERPLATE

Professional screen printing and personalization of popular products is the speciality of Persuasive Printing. The company meets the needs of international brands, nonprofits, and independent business owners who are looking for distinctively branded products.