

edu Business Solutions and Swag Solutions Inc. Join Forces to Expand In-Plant Service Offerings

San Diego, CA – February 17, 2025 – edu Business Solutions has inked an exclusive partnership agreement with Swag Solutions Inc., enabling the seamless integration of Swag Solutions' extensive online Apparel and Promotional Products catalog directly into the *Print Shop Pro*[®] Web-to-Print (W2P) Storefront. This strategic collaboration will be officially unveiled at the **12th Annual Print Shop Pro[®] User Group Meeting**, in San Diego, CA, March 23-26, 2025.

With this integration, *Print Shop Pro*[®] customers will have the ability to immediately diversify their service offerings and capitalize on the increasing demand for promotional products—without the need to invest in expensive equipment or expand staffing. Promotional product sales saw record growth in 2024 and represents a significant revenue opportunity for in-plant print shops, by providing an expanded range of services to their customers and greater revenue returns for their organizations.

"In monitoring in-plant industry trends, we have seen a substantial decline in black-and-white print volumes, necessitating that more in-plants seek additional services to offset lost revenue and remain viable," said **Michael Strand, CEO of edu Business Solutions**. "The Swag Solutions partnership is one of many steps edu is taking to support in-plants in achieving greater financial returns with minimal upfront costs and zero risks. Since our inception in 2002, we have been 100% committed to supporting in-plant printers exclusively, and we are excited to see the positive impact this partnership has on our customers."

Dan Steinborn of Swag Solutions Inc. emphasized the efficiency and revenue potential this partnership brings to in-plant print shops.

"This exciting partnership between Swag Solutions and edu Business Solutions unites the expertise of two industry leaders. Our collaboration marks a significant step forward in helping in-plants get into the promo game in a big way," said Steinborn. "By integrating Swag Solutions with *Print Shop Pro*[®], in-plant printers can sell apparel and promotional products more effortlessly than ever, greatly expanding both revenue and their service capabilities."

With this exclusive partnership, edu Business Solutions and Swag Solutions Inc. are making it easier than ever for in-plant print shops to expand their revenue streams, enhance customer satisfaction, and remain competitive in an evolving market.

For more information visit or call:



www.eduBusinessSolutions.com



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