Great Lakes Graphics Association
Illinois • Indiana • Wisconsin

Do you charge clients for samples that they request?

Summary: 29 responses. Fairly split between "no" and "depends." A couple build the cost of samples into their quotes; a couple other charge the cost of delivery.

If we have to order a die or order special material, then yes we charge for samples. If we can make the sample with materials that we have on hand, then no.

Never. Why would you? They paid for them.

We do not charge for samples

Depends on the sample. If we can produce a low cost one, and we have a good relationship or a potentially good relationship, we will provide it free of charge. We tend to charge if we have a hard cost of goods involved or if the client starts to get out of hand on multiple request.

No, we don't.

No

Depends. Sometimes with short run digital and wide format printing the sample is the job. Got to know the customer and give them the expectations upfront. We usually don't charge, but have and have gotten taken advantage of to. Tough call.

It depends. If it's a direct client, yes as that's really no different than overs. If there is designer involved, we do not charge samples provided for the designer.

We include 25 samples on every job and include that in the estimate with the exception on digital jobs. For digital we include one unless the customer requests more and then we charge the per piece price

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No…with-in reason. If they need expedited (expensive) delivery we may need to charge for shipping. But as a general rule, their samples are sent free of charge.

We usually do not charge customers for samples. It would have to be an unusual situation that would be very costly to us before we would charge the customer.

It depends on the quantity and how expensive the piece is. A low cost piece with a quantity under 20 would be no charge.

No, we don't.

No, but what a novel idea. Seriously though, it takes time and materials not to mention postage, so it's an interesting question. So at the very least, we make sure that we include specific paper samples and company marketing materials.

The short answer is 'sometimes'.
If it's just a few sheets (5-10), then no charge.
If it's a new product line for us, we may supply up to 500 sheets at no charge.
If the customer is constantly requesting samples, our sales rep will 'have the conversation'.

It depends…

1.) Who the customer is
2.) How many samples?
3.) What type of samples?
4.) Is it a sample run off the press which would require a make ready, etc.

We charge for exactly the quantity we deliver. If samples are requested we include that in the final count.

We do not charge for samples. If a customer requests a large quantity of samples it may affect the final quantity shipped if we are tight on the production of the job.

This question should be refined so we know what kind of samples we are talking about.

paper samples - no charge
brochures we have printed - no charge
Digital print from supplied file - no charge

We do not charge clients for samples, we consider that a request for samples indicates a higher level of interest.

Samples of approved previous work are readily available without charge. Designed work with CAD samples or graphic files are charged at a quoted price and are credited to the invoice when it becomes an order.

We may charge for construction samples, it is much less likely that we will charge for production run samples. It depends on the customer and the quantity requested.

Just delivery fees, if necessary.

If they want a sample of a generic or stock product we have, there is no charge. If it is a custom construction that requires samples to be made, there may or may not be a charge depending on the customer, opportunity, etc.

We do not charge customers for reasonably requested amounts of samples (up to 12). We do however charge them for the shipping of those samples unless they provide a shipping account to use.

No, we do not charge for samples. Our customers are realistic and only ask for a couple samples with the jobs.

Generally, we do not charge for samples

We do not charge clients for samples. We consider it a cost of doing business.

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yes, unless they complain, then we build it in to their quotes going forward. With digital you have to because it could add 100% to a job if it's a one-off....