



Partnership Policy

Alignment before acceleration

Presslink exists to support the printing and converting industry through education, technical understanding, and meaningful relationships. This Partnership Policy defines how we collaborate with manufacturers, technology developers, and solution providers in a way that prioritises alignment over volume and long-term value over short-term sales

Partnership Philosophy

Presslink approaches partnerships as collaborations, not transactions. Successful partnerships are built on trust, transparency, respect for the end user, education-led engagement, honest positioning of technology, and long-term industry development. Sales outcomes may occur as a result of strong alignment, but they are never the sole objective

Alignment Before Representation

Before any partnership is considered, alignment is explored across intent, integrity, responsibility, and long-term thinking. If alignment is not present, Presslink will not proceed regardless of commercial opportunity

Education-Led Engagement

As a provider of print training, Presslink holds a position of trust within the industry. We only work with technologies we are prepared to explain clearly to operators, engineers, and management teams, avoiding overpromising or misrepresentation

What Presslink Offers

Aligned partners may benefit from credible market introductions, pressroom-informed feedback, training-aware positioning, and relationship-led market development. Presslink does not act as a traditional sales agency; our role is to bridge understanding between technology and people

What Presslink Does Not Do

Presslink does not operate as a high-pressure sales channel, promote technologies it does not believe in, or prioritise commercial gain over user outcomes.

Closing Statement

Presslink partnerships are built on people, trust, and intent. By staying selective and aligned, we support better technology adoption, stronger relationships, and a healthier industry overall.

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