

THE ULTIMATE GUIDE TO

CHRISTMAS

FROM PRINTSHRIMP

Tis' the season for a lot more sales.

**Get ready for the best time of
the year to be selling wall art!**

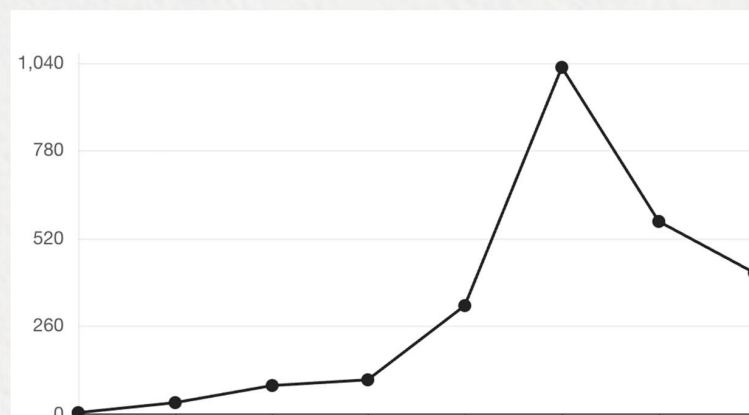


WHY DO I NEED TO PREPARE?

If you have never sold prints during Xmas before, you may be wondering why you need to 'prepare'.

Demand for posters during Xmas can increase A LOT. We often see a **3-5x increase in sales** during this period.

For example, one of my shops in the past saw a 3x increase from October to November, and then a FURTHER 3x increase from November to December.



This is of course not guaranteed and will depend on your shops current performance, as well as other factors. However, as a general rule, you should prepare for an increase in sales

WHY DO I NEED TO PREPARE?

Additionally, you need to prepare for other factors such as **postage delays**.

Postage systems around the world undergo immense pressure during the festive period.

Further to this, there are many **public holidays** during this period that impact when printers are open and when they can dispatch orders.

So, in this guide we will go through the following, to ensure you can maximise your sales and be prepared for Xmas:

- Expected delivery days
- Final postage dates for 'guaranteed Xmas delivery'
- Any changes to our production times and dispatch dates
- Days we are closed close to Christmas
- How to set up your shop to prepare for Xmas

DELIVERY TIMES

We expect to begin to see delays in delivery from around the **20th November**. This is often when seasonal demand starts to surge massively.

It is fairly common for delivery to take **longer than a week** during this period, rather than the normal 2-4 days. Delivery is always hit or miss during this period, a lot will arrive on time, but just be prepared to see an increase in delays.

We are fully equipped to deal with the increase on time, and should be dispatching the high majority of orders within our current production time frames. However, please be patient if any production delays do occur, some of our locations will be printing 15,000+ prints a day.

Please bear in mind that once handed over to a courier PrintShrimp is not responsible for delivery delays. We of course will be on hand to resend any lost orders, but during this period we will be **giving orders 10+ days to arrive** before processing any resends (unless we are approaching Christmas, we will do everything in our power to **ensure orders arrive for Christmas delivery**)

FINAL DELIVERY

Different couriers have final delivery dates for
'guaranteed' Christmas delivery.

Once again, we can pass these dates onto you guys, but
we are not responsible if orders dispatched on time do
not arrive for Christmas!

We recommend adding a **few days beforehand** to these
dates when communicating to your customers on Etsy,
to manage expectations.

UK

Tuesday 16th December

USA

Tuesday 16th December

EU

Monday 15th December

AUS

Tuesday 16th December

Canada

Tuesday 16th December

Orders placed after these dates may still arrive but are not guaranteed.

COMMON ISSUES

Due to the high volume of orders couriers receive during this period, Royal Mail and USPS often make the mistake of **not scanning in orders** upon pick up.

Please expect to often see this when checking your tracking



We're expecting it

| The sender has advised they have despatched your item to Royal Mail.

More information will be available once we have received your item and scanned it into our network.

Tracking number:
IV624239851GB

Service used:
Royal Mail Tracked 48™ ⓘ

HOWEVER, this does not mean your order has not been sent. This simply means Royal Mail forgot to scan in your package upon collection. **Your tracking will update either when it reaches the next processing center, or upon delivery.**

Again, we will wait 10+ days before resending for instances like this, unless Christmas is fast approaching. The same goes for USPS.

LETTER ISSUES

Royal Mail also has been not prioritising letters recently. This has led to delays with the sending of sizes smaller than A3 (**A5, A4, 5x7", 8x10"**).

This is the Royal Mail tracking that only updates upon delivery.

During the Christmas period, we expect a significant quantity of letters with this type of tracking to take **WEEKS** to arrive.

Therefore, from the **20th November**, our default method of sending these sizes in the UK will change to **full RM48 tracking**.

This is a £2 increase per order (not per item, ie an order of 3 A4 will only cost £2 extra).

This will be the default - we will leave the option to still send as letters but **HIGHLY** recommend not doing this as it will lead to significant delays. We will not cover resends for letters with standard postage during this period.

We do not profit from this postage upgrade and are passing the cost on directly. We just want to ensure suitable delivery!

COMMUNICATION

To make your life easier, we recommend communicating delivery information with your customers as clearly as possible on Etsy. This is simply to manage expectations, and hopefully save you some customer service headaches! The estimated delivery dates Etsy provide do not update to account for Xmas delivery so it is good to manage expectations!

SHOP ANNOUNCEMENTS

One of the best ways to do this is to update your shop announcement section. Think about including estimated delivery times and final Xmas delivery dates.

DISPATCH MESSAGE

Think about updating your dispatch message to mention the expected changes in delivery times.

SHOP POLICIES

Think about adding a disclaimer to your shop announcements that you are not responsible for any delivery delays once an order has been sent.

Be clear in communications with customers that the courier is the enemy and delays have nothing to do with you!

PUBLIC HOLIDAYS

Christmas = holidays and closures.

We are doing everything we can to keep locations open even during some holiday days, but closures will occur.

Here is a quick timeline of when you can expect orders to dispatch around Christmas.

	UK	USA	EU	AUS	CANADA
Monday, December 22,	FINAL DAY*	FINAL DAY*		FINAL DAY*	FINAL DAY*
Tuesday, December 23,	CLOSED	CLOSED	FINAL DAY	CLOSED	CLOSED
Wednesday, December 24,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Thursday, December 25,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Friday, December 26,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Saturday, December 27,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Sunday, December 28,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Monday, December 29,	Most locations open - orders will be dispatched where possible. Some tracking may be delayed. Orders will be processed on a first come first serve basis from submission during closure period				
Tuesday, December 30,					
Wednesday, December 31,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Thursday, January 1,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Friday, January 2,	Same as 29/30th December				
Saturday, January 3,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Sunday, January 4,	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Monday, January 5,	BUSINESS AS USUAL				

***Final Day - Some orders may still be dispatched on the 23rd but cannot be guaranteed**

Orange days in left column are days that Etsy counts as public holidays - so you will not be expected to dispatch orders during these dates.

However, the quicker you send over the orders to PrintShrimp, the quicker they can be processed during the days we are open.

We will do all we can to dispatch all orders on the 29th/30th and 2nd January but we cannot guarantee. Any orders not produced during this period will be prioritised from the 5th January.

PRINTSHRIMP

AND FINALLY...

Merry Christmas!

We hope you have a wonderful time celebrating, or if you don't celebrate, hope you at least enjoy some time off work haha

and, thank you for using PrintShrimp :)

Here is to an even bigger and better 2026!

