

COMMON *Mistakes* WHEN SELECTING A PRINTER

.....

WE SPECIALIZE

IN SHORT-RUN,

FAST-TURNAROUND

PROJECTS WHILE

STILL OFFERING

THE SAME FULL

RANGE OF GRAPHIC

DESIGN AND

FINISHING SERVICES

AVAILABLE FROM

A COMMERCIAL

PRINTER.

.....

Our loyal customers tell us time and again what they value about us as a printer. From these conversations, we've compiled a list of things to avoid when looking for a printer with the goal of getting the best value for your valuable time and money.

#1. Shopping for Price Alone.

It's always wise to seek competitive bids for your printing projects to be sure you're not overpaying. However, it's a common mistake to assume that the cheapest is best, especially when it comes to printed materials that represent your company or organization. Look for a printer that offers a good value: Quality, Service, and Price together. Price should not be so important that you are willing to overlook the quality of the printing or the good service you deserve. Consider these additional factors when evaluating printers:

- Does the printer have a reputation for on-time delivery?
- What is the size of the shop? Do they have several presses so your job can be printed even if one press has problems?
- How long has the printer been in business?
- Are they helpful? Have they been helpful in the past?
- Are they willing to provide references?

#2. Changing Printers Frequently.

Print buyers who are always happy with their printing projects will tell you that they have a particular printer they work with. This is not a coincidence—developing a solid relationship with one printer will save you time, money, and grief in the long-run. A good printer will bend over backwards for a loyal customer at those times when the customer is in a jam. They may be less likely to do this if they know the customer is only a “rainy-day” customer. We consider our customers partners in completing their projects, and we can be most effective when we have a

Mistakes

history and experience with the customer with whom we are working. To get the most from your printing dollar, you should consider your printer to be more than just an order-taker.

#3. Paying Commercial Prices for Small Projects.

While a “commercial” printer can show you some fantastic samples of printed items, be aware of the added expense of working with these larger printers. Commercial printers typically have large presses designed for high-volume printing (more than 50,000 copies). However, because of the costly set-up charges for these larger presses, your small project for 1,000 or 5,000 brochures becomes very expensive per piece. It may also take a long time (a week or more) to receive your project due to scheduling constraints typical in commercial pressrooms.

If most of your printing needs are characteristically ordered in quantities under 10,000, you should consider using an offset-based printer such as Bouwer Printing. We specialize in short-run, fast-turnaround projects while still offering the same full range of graphic design and finishing services available from a commercial printer. Our sheet-fed presses operate at a fraction of the cost of large commercial presses, and these savings are passed on to you.

Should you have a large project or one outside of our capabilities, we are happy to help you find a commercial printer who can handle the project professionally.