

SAVING MONEY ON *Printing*

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IF YOU ARE
UNFAMILIAR WITH
THE PRINTING
PROCESS, IT MAY
NOT BE OBVIOUS
TO YOU THAT
SMALL CHANGES
IN YOUR PROJECT
SPECIFICATIONS
AN RESULT IN
HUGE SAVINGS
OVERALL!

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Use full color for primary marketing pieces, but stick to single color for non-critical print items. Make use of screened images and creative design techniques rather than using more than one color of ink. Our experienced graphic designers are pros at making one-color-ink projects look exciting and professional without added cost. Ask for tips if you are designing it yourself.

Ask whether it would be less expensive to digitally copy or print your item. These two different processes involve different quality, different machinery, and different set-up procedures, and therefore different costs. For small quantities, copying may be less expensive, but may not be the quality you are looking for.

Use colored paper rather than colored inks to highlight your item. Especially for quantities under 2500, colored ink makes the project more expensive than if you selected an attractive colored paper.

Create your own originals on your home or office computer and bring them in to be printed. All you need is a clean black-and-white copy or compatible digital file, and your item can be reproduced.

When placing your order, just ask us for ideas! We can tell you how your project can be completed with less cost.

Consider your timeline. Especially with full color projects, a longer timeline may save you costs on printing. In some cases, if we have a longer amount of time in which to complete a project, we can group these projects to run a larger sheets, thereby passing along lower costs to our customers.

As always, feel free to ask us about ways to reduce your printing costs for a particular project. We're happy to help you find a way to fit your budget.