Common Commercial Printing Misunderstandings by Colleen Davis

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You may have experienced this for yourself, and if you had, you would know that a lot of misunderstandings and miscommunications frequently occur between customers and their resident Ft Worth printers or DFW printers. These misunderstandings, caused either through the fault of the customer or the commercial printer, usually lead to mistakes in the final prints that neither party is happy with. In an effort to make you more aware of the different mess-ups that could occur during the ordering and the design process, here are some common commercial printing misunderstandings that you would do well to avoid.

Quantity Quandaries. The first commonly misunderstood detail in an agreement between a customer and a commercial printer is the exact number of prints to be produced. Again, this could be the fault of either party, but either way this ends up ruining everyoneâ€™s mood when too few or too many prints are produced. You would be annoyed too if you merely wanted a hundred pages and your commercial printing company gave you a five thousand too many.

Design Dilemmas. Another aspect which commercial printers can get wrong is the design that the customers actually want. In reality, the picture a commercial printing customer sees in his head is actually hard to decipher for the professional printer, so a lot of explanation and details are needed in order to get the image and look of the prints just right. It is important for you or any other customer to remember that commercial printers were not born psychics; they may be able to print out any design you would ever want, but they cannot exactly read your mind in order to find out what that design actually is.

Date Troubles. No, this is not referring to your inability to get someone to go out with you. Rather, it has something to do with the exact date and time of delivery that customers expect. When miscommunications happen, prints that should have been delivered overnight end up being produced late, and therefore delivered late. This often leads to nasty calls from customers wanting to know just exactly where there prints are and how soon they are going to be delivered. For customers, remember to be perfectly clear and unambiguous when you order your prints. Whether you want a rush job or a normal time delivery, be sure that your commercial printing company understands what you want. A good tip is to check the payment receipt or invoice; look out for when you are charged extra for rush order fees so that you know whether your printer got the delivery details right.

There are even more common misunderstandings that happen between customers and their Ft Worth printers or DFW printers, so keep an eye out for the ones listed above as well as those unlisted. Miscommunications can ruin entire relationships in the blink of an eye, so if you do not want something marring the business relationship you have with your commercial printing company, take the steps necessary for a clear and error-free communication.

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Colleen Davis - About Author:
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