Online Printing: How to get the Pros without the Consy by Irene Thompson

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Online printing is perhaps one of the most convenient innovations that have ever been developed in commercial printing, but it does not mean that this is an entirely infallible concept. You just need one crucial component of the arrangement to failâ€”commercial printing company, customer, take your pickâ€”and the whole process will start crumbling around you. It is an easy thing to avoid disaster, though, and one needs only to have the proper foresight and preparation. Thus, in order to spread the word around, here are some things you can do in order to get the advantages of online commercial printing without dipping too much into its bad side.

Faster, but less certain. When I say this, it means that online commercial printing is certainly a faster and more convenient choice, but it is also more prone to misunderstandings and miscommunication. Details of a certain package may be interpreted by a new customer differently and reciprocally, an online commercial printing company may not be able to grasp the full request of a customer. The moral of this explanation: online printing may be fast and convenient, but it does not give customers and commercial printers an excuse to forgo proper follow-ups and confirmation of details. Better this than printing out hundreds of unusable prints.

Electronic Proofs are NOT the final product. For all intents and purposes, electronic proofs should be able to show you just how your commercially printed product would look like in its final form, but less experienced and less reliable online commercial printing companies are not always able to translate these proofs into reality. Put your trust in a commercial printer which you are sure would deliver exactly what it is offering, because if not, you may just be surprised one day that something which looked so good on a computer screen looks horrible when printed out. If you are not entirely sure, request some actual proofs, just to be sure.

Everything needs person-to-person confirmation. Really, the thing with commercial printing is that you are not entirely sure that the commercial printing process is going smoothly until you have conversed with an actual employee who is handling your print requests. This commercial printer-commercial printing customer interaction can never be entirely removed from the equation, even if it is only in the form of an online customer service chat. The problem with people is that they sometimes expect too much from an online commercial printing company, and the result is usually disappointment and bad experience for both parties. There are just some things that require a personal touch.

Hereâ€™s hoping that you actually learn something from the things listed above and that you would not be experiencing your commercial printing horror stories anytime soon. All things said, online commercial printing companies are still one of the most convenient ways to get some prints, and it will only get better along the way. Sometimes you just have to know what to do in order to get the pros without the cons.

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Irene Thompson spent 5 years guiding businesses to get new customers and increase sales. To experience fast, full color, high quality and traditional services a commercial printing, visit

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