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People with little or no creativity have trouble escaping from the metaphorical box of ideas. To these people, a commercial printing product like a business card has no other use other than being such.

A bookmark can only be a bookmark, and the same thing with all the rest of products. It has been said repeatedly in the past that it is not the job of Dallas printing companies or DFW printing companies to tell customers how they should use their commercial printing products, but only to assist in the design and to perform the printing services. The creative aspect of using these products falls entirely on the customers. To help the creative juices flowing, here are some uses of printing products you may have never thought about.

1. Business/Discount/Membership Card - People are so stuck on the idea that business cards are only meant to give out information that they hardly think of using them for anything else. In fact, if you have some business cards printed out for your business or your company, you can also make use of them as a special discount card that customers can present during transactions. If you want something more formal and impressive, you could even put special bar codes on each business card and computerize the whole process. Better yet, maybe even a magnetic strip on a plastic business card, but for this you will first have to ask your commercial printer just what it can do.

2. Bookmark Sweepstakes - Bookmarks are usually just a rather static piece of card or paper with no purpose other than to squeeze in between pages of a book and to advertise certain businesses and companies. If you make it like the sweepstakes, however, and add a scratch portion to it (Again, ask your printer!), you can add a little twist of fun and excitement to each bookmark you give out. It is a win-win situation for customers either way, because they get either a special prize or a free bookmark. Not bad, really, for a piece of card.

3. Stickers/Posters - This is not a unique use for a commercial printing product as it is a combination of two commercial printing products in one. If you design your posters in a way that a portion of it â€“say the bottom partâ€”is made of stickers, then you can make the whole marketing process really interactive. People passing by your posters on the streets would get more incentive to simply stop and take in what your poster has to offer, with the bonus of having a pretty sticker to show for it. It might cost you more, though, so be sure to check.

It is not often, if ever, that you would see these commercial printing products used like these, as it takes a particularly imaginative mind to make the connections. Even if your Dallas printing companies or DFW printing companies are experienced and skilful, you should also make sure to always think outside the box on creative ways you can make use of simple printing products. After all, you want nothing but the best results out of your prints.

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