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Stationery Printing is an Essential Part of a Corporate Image by [Sarah Blackmore](#)

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Creating a brand and an image are, perhaps more so today than ever before, critical to commercial success in the business world. However, it is more important to create an image that is instantly recognizable and memorable, and maintain this through advertising and stationery printing.

Such is the importance of branding, it is therefore little wonder that significant investment is spent on honing the company image. An essential factor in this regard is consistently delivering a coherent message across all platforms. Nowhere is this more important than in stationery printing.

The way a company communicates with its client base and suppliers is key to business performance and growth. Being able to present this communication on clean and clear corporate stationery makes a difference. When printing stationery, such as letterheads and compliment slips, it is important to present a professional appearance.

This all starts with ensuring the layout and design of a company's stationery is correct. From starting out with a company logo and colors, to providing contact details, it is important that there be clarity across the board. After that, the actual stationery printing needs to be perfect.

For many, this may seem to be something that only large companies would concentrate on. However, small and medium enterprises are increasingly seeing the importance of taking this approach. Indeed, across all types of business and all sizes, taking a professional approach to the design, imaging, and final delivery of commercial stationery is seen as key.

Similar in their design to the letterheaded paper and compliment slips, branded post-it notes are very effective. When used internally, they help present a slick feel to the working environment. Further than this, they can also be attached to external mailings for direction to the client, and to give instructions to the supplier.

As much as it is important to present a professional and coherent image outwardly, so too is it important that things work internally. In an office environment, knowing that all members of staff feel responsible and engaged with their work helps drive productivity. Having access to both company branded and, in many instances, personalized stationery can help with this.

Compliment slips and post-it notes are ideal for day to day use of course, but one of the most important parts of corporate stationery printing is the business card. As multipurpose tools, they are an essential component of the networking process at conferences, trade events, meetings, and workshops.

Personalized business cards also provide members of staff with a very real and tangible connection to their employee. On one level, it gives them a sense of place but, for employee engagement in full, their effect cannot be overestimated.

At every level of a modern day organization, whether a professional or managed services company working in the business to business sector, or for a store selling baby clothing and gifts, stationery printing is important. Due to this, working with professional design and printing companies makes sense to ensure that the perfect product is delivered time after time.

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Sarah has over 20 years' experience in the print industry working for various print shops in New York, and has hands on experience with flyer printing and a [stationery printing](#). She writes for Minuteman Press, a global printing franchise: <http://www.shop.minutemanpress.com>

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