# The Fine Line Between Thriftiness and Splurging by Kaye Marks

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In a world where people get duped on a daily basis, from things as simple as fare money to things as crucial as high-paying business transactions with commercial printing companies, thriftiness is a necessary trait for all customers to have.

Thus, it is also important that people know the different alternatives of spending; this means that one should know when it is necessary to be thrifty and when it is justifiable to splurge on an expense. In order to help you out with you commercial printing transactions, here are some choices you will have to make - whether be thrifty or splurge.

1. Papers for Flyers - When you have some flyers commercially printed, you are automatically making the assumption that a lot of these, if not all, will not take a long time before they are dumped into some trash cans. It is therefore not advisable to spend extra on higher-quality materials or paper, especially for things like gloss or special scented papers. However, this does not mean that you should hold back every cent when printing out flyers. There are also some aspects, which you should spend more on, such as the next item on this list.

2. Flyer Color and Design - If your flyers will not be especially eye-catching, colorful, or beautiful, you may as well chuck them straight into the bin directly, because not many people will even bother with them. Thus, even if your paper is not very durable or specially textured, you should not hesitate to spend extra on better designs and fuller colors. If you were only going to do otherwise, it would be better if you do not have any flyers printed at all, because there is no telling whether they would prove to be effective at all.

3. Delivery Speed - There is no definite choice to this particular consideration, particularly because it all really depends on your needs as a business owner. What you need here are some basic financial calculations to determine whether the extra costs of rushed prints will be outweighed by the benefits of receiving the prints overnight. The rule of thumb is that you should only go for the overnight deliveries if you really need the prints or if your business will stand to lose a lot of money with the delay incurred of normal delivery. This decision is on the fence, really, until you have made the necessary projections and computations.

4. Custom specifications - There is no particularly special reason why you will ever need to go for the custom specifications. Is that half-inch difference in cut really a big concern, or are you just being too finicky about the detail? Custom specifications cost more, but they are hardly justifiable. It is still your choice, though.

These things only cover a very minuscule portion of the decisions you will have to make when commercial printing. Your commercial printing company may be able to help you with some of these decisions, but conflict of interest can lead to a commercial printer always nudging you towards the splurge side. If you want to avoid this, know how to see the fine line.

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Kaye Z. Marks is an avid writer and follower of a developments in commercial printing as a provided by commercial printing company that help businesses in their marketing and advertising campaigns.

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