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What are the Dos and Do Not in Commercial Printing by Kaye Marks

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As a customer, you will be faced with a lot of choices and decisions when putting in a request for a commercial printing service. The commercial printing company and you will go through the whole process.

This process would involve ordering, setting a deadline, waiting for the prints, delivering, and all of the other parts in between. It is much more advantageous and preferable if, as a customer, you are aware of different Dos and Donâ€™ts that would help make the entire process easier for you. I hope that the following list would be of help to customers in that regard.

Do not bother with personally going to the printer to order or make inquiries. Your commute/ drive will simply eat up a good portion with your time, and in all truth, there are certain customer services personnel that would are harder to work with when in person than online or through a phone call. Do take advantage and make full use of online printing companies. Not only is it more convenient to make orders and requests from your own home, you are granted several tools, which would greatly help in making your order. Some examples include instant quote tools for undecided customers, and a user-friendly interface for customers to specify the different details required for the print job.

Do not order several small batches at different periods. Over time, small additional costs will accumulate and would lead to your losing money, which you would have otherwise saved. In addition, a customer will better appreciate the business of a regular customer that orders large batches of prints than a regular customer who orders only a few prints. Think of the commercial printer as a taxicab, which prefers longer rides to shorter ones. After all, they would rather not go through all that traffic just for a couple of bucks. Do order in bulk. As mentioned above, it is much more advantageous to have larger batches printed with relatively longer intervals in between orders than regular small orders. Not only would this be easier for the printing company, it would ultimately be cheaper for you as the customer. In addition, more discounts and perks are in store for customers who regularly buy in bulk than those who do not, which means even more savings!

Do not settle for second best. Whatever you do, never settle for second-rate commercial prints. Always expect to get your moneyâ€™s worth and no less. Of course, a little research may be needed so that you can correctly judge a commercial printerâ€™s performance, but what is a little work compared to wasting your money on low-quality prints? Do look for the best commercial printer. Enough said.

Here are the few dos and do not to keep in mind the next time you commission a commercial printing company to handle a project for you. There are most likely more dos and do not that were not mentioned, but experience will be the better teacher for those. Get printing now!

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

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