Benefits of Working with a Print Broker by Philip Carey

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Print brokers serve as middlemen between printers and customers. They are independent freelancers, which mean they do not work for any printing company. Rather, they create a network of printing specialists and suppliers, each offering different printing service (e.g. lamination, book binding, cover design and printing, etc). When you are overwhelmed by complex CMYK printing projects, print brokers will tap into their knowledge of the printing industry in order to provide you the most suitable CMYK printers for the job.

When to Hire a Print Broker

The print brokerâ€™s interest is to pair the client with the right print specialist. To be able to do this, they learn the printing industry, find out who can deliver a particular job at the most economical rate, and determine who has the most appropriate equipment for the job. A print broker is what you need if:

â€¢ You lack the resources or time needed to hunt around and select the right printers to complete your print projects.

â€¢ You want to maximize your budget. Print brokers ask around for quote from several suppliers. They even haggle and negotiate with the suppliers in order to provide you the lowest Florida catalog printing rates possible.

â€¢ You need timely delivery of projects. Print brokers will not only shop for the best quotes, but also the best turnaround time.

â€¢ You need advice on how to maximize your savings through design and layout. A print broker can do more than find the cheapest or fastest CMYK printers for you, they can also help you identify and solve problems in design specification and production.

â€¢ You need help with planning and management. Print brokers are experts in print processes and materials as well as workflow issues. You can rely on their expertise to help you solve problems related to print projects.

A print broker is particularly a great help if you are inundated by a variety of print projects and you need them completed in the quickest time possible. As free agents, print brokers can represent several printers for you. If you have a product that would involve fragmented manufacturing processes, a print broker will work to ensure that there is a smooth transition from one printing specialist to the next. They will coordinate all the different CMYK printing services so you get a high quality finished product.

CMYK Print Solutions has been helping clients find the right printing solution for their project for over 20 years. Learn more how your organization can benefit from a print brokerâ€™s expertise by visiting www.cmykprintsolutions.com.

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This article aims to provide readers valuable information regarding a cmyk printing. To find more interesting information on cmyk printers, you can visit www.cmykprintsolutions.com.

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