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Catalog Printing, a good way of marketing by [Robert Samuels](#)

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Catalogs are nothing but booklets which are made for a purpose or you may say a cause. These are generally used by companies and universities for generating awareness among the people about some new introductions to their portfolio. Companies direct to catalog printing and distribute them to the general people for making them know about the company's products and services. They usually make the catalog colorful and short so that the end user is attracted to it and goes through without throwing them away. Catalog printing is very much in vogue nowadays as more and more companies are going for catalog printing through offset printing; as the quantity of print outs are generally very high in number.

The return on investment is high when the marketing is done through this process. There are suitable companies who provide catalog design services. You just give the content and the design structure or layout and they will make the catalog ready for you. After they have made the catalog you can send it to catalog printing houses which take large scale orders and they will send you the required ordered items at your doorstep.

The paper which is used for the catalog printing should be glossy and of high quality so that the design and the content looks appropriate on the catalog. The selection of catalog printing paper should be made very wisely as the paper greatly influences the overall expenses of printing. Catalogs are generally small in size and are very tactfully designed. The binding of the catalog should be nice as well as cheap on the pockets. You do not have to make the binding very long lasting as catalogs are printed often to make you remember about the latest products and advances in the companies or universities.

The printing ink should be of high quality. If you have need of a few numbers of catalogs you can go for your own home printer. The ink used in the printers is branded and are generally good to print. But if you are having a need for making thousands of such pieces for example a multinational company tries to make highest exposure through catalog, in its way a type of marketing bringing it a good profit. The cover of the catalog should be very well decorated and designed so that it attracts the first look on it. So you should always remember that there are many ways of going for a good catalog printing which are not only good to look and feel but also for your pockets.

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Robert Samuels who is a freelancer writes articles on a [catalog printing](#). For more information on it he suggests to visit a <http://www.excaliberprinting.com/>.

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