How to Reduce Printing Costs by Philip Carey

Article published on March 7th 2012 | Business

Itâ€™s an old rule of business, but accurate nonetheless: Mind your cents and your dollars will take care of themselves. In todayâ€™s business world â€“ especially when it comes to purchasing printing â€“ thereâ never been a better time to increase your margins, trim the waste, and get more value for your money.

If youâ€™re a business that buys catalog printing services, you know that thereâ€™s a fair bit of technical knowledge thatâ€™s needed if youâ€™re going to be able to negotiate a good price for your project. Youâ need to have at least a basic knowledge of the kinds of paper available, what different levels of ink mean to printing quality, how to select a trim size that will have the most positive effect on your final cost, along with a thorough understanding of the way the size of a print run affects price by changing the cost per sheet. Catalog printing also usually combines text and images, and striking the right balance between pictures and text-based descriptions can also have a huge impact on your final cost. Catalog printing that relies too heavily on colorful imagery can increase your costs considerably. But a catalog with too few images wonâ€™t be effective. The proper balance must be struck, which is only possible if you fully understand the impact the photos will have on your cost.

Understanding CMYK printing is another example of how to use technical know-how to reduce costs. In CMYK printing, all colors are created from a mixture of four colors: Cyan, Magenta, Yellow, and Black. This process, then, is also called four-color printing. Four-color printing is going to cost more than 2-color or 1-color, since more inks will be needed. You may wish to intentionally design your print pieces with a color palette that only requires two colors in order to save money, rather than locking yourself into a need for full CMYK printing.

CMYK Print Solutions (www.cmykprintsolutions) can also help. They offer a number of print brokerage services, and will even research the capabilities and costs of other printers to find the best catalog printing companies with the best prices. Based on your specific print project specifications, CMYK Print Solutions will recommend the printer thatâ€™s the best match. It can be a great time saver since you donâ€™t have to do the research yourself and a great money saver since youâ€™ll be working with a broker that you know is giving you good recommendations that come from many years of experience.

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Philip Carey - About Author:
This article aims to provide readers valuable information regarding a catalog printing. To find more interesting information on print media,a CMYK printing and other related topics, you can visit www.cmykprintsolutions.com.

Article Keywords:
catalog printing, CMYK printing

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