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The Effective Role of Envelopes in the Business Arena by Lester Cliff

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Just like many other commonly used equipment in an office, an envelope is very important too. A business envelope is a container which has been designed to contain flats objects or papers such as letters, bills, cards or brochures. The envelope is usually made of a paper or a cardboard. The role of envelopes has increased now. Due to the immense competition, companies do not want to miss any opportunity in promoting their product. Therefore, business envelopes are now being used as a tool to attract customers and also for the promotion of various commodities.

Envelopes come in various shapes and sizes. There are many types of envelopes used in the business world today. Even the content of music, documentary or software stored in a custom disc is advertised by cd envelopes. It also introduces the artwork with the logo of the company. These envelopes are usually multi-colored and are considered as an excellent strategy to introduce or promote the brand name of a company. These envelopes also help to stock up the CDs.

Envelopes come in different shapes and sizes. There is a large variety of envelops available in the market. Some of the most commonly used envelopes are: Standard Mailing Envelopes, Booklet Open Side Style Envelops, Catalog Open End Style Envelope, Window Envelopes, Remittance Envelopes, Large Flap Envelopes, Self Seal Envelopes, Jumbo Size Extra Large Envelopes, Small Coin Style Business Envelopes and Envelopes with a Clasp Closure. But other than these, the company always has an option to get a custom envelopes made.

The envelopes can always be customized to suite the need of the company. At a small scale, companies prefer to use their own laser printers to print envelope as it is cost effective at a small scale but as the company grows in size, they might need to give the order to a proper printing company for their business envelopes. Custom envelopes need to be made according to the demand of the company, thus the chance of error should be minimum which is why professionals are hired for the printing.

When the company operates on a small scale, it is always beneficial to print the envelopes using the private laser printers. But giving the order to a proper printing press when the company is large in size is always economical. Plus, it always saves time too. It is always suggested that the business envelope printing should always be done in the most cost effective and economical manner.

Another important thing is that printing the envelopes in bulk saves cost. Thus, all the large companies should save their time, energy and costs by getting the envelopes printed from a printing press. The company can reap the advantages of economies of scale. The advantage of printing envelopes is that the money saved from the printing can be invested elsewhere.

Therefore it can be concluded that envelopes are very useful in a business. The envelopes are usually printed using the CMYK printing process, because it ensures quality and saves cost too.

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