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There are several things to take note of before you take a decision on printing requirements, printing processes and the practices to follow. When you choose color, for example, you are assured of quality, customization and above all, a beautiful output that exactly fits your requirements and your criteria. It is important to first take a look at your requirement and also the printing volume. The printing process to use greatly depends on the volume, particularly because some processes like digital printing are better for lower volume of printing, while some processes are better for high volume like offset process.

There is a fine balance between excellent image quality and commercial viability. You have to consider both of these before you plan to print something. Similarly, some processes like offset give you greater versatility in terms of the number of surfaces that you can print upon from paper to plastic. Some processes like digital will give you more flexibility in terms of customization. Even for a small output, you can customize the solutions and make minor changes for greater personalization. You can do so without the speed of the process or turnaround time being affected.

The products you might want to print vary a lot. There are brochures and calendars, banners and door flanges, table sheets and reports. Each one is different from the other, which is why the kind of process you select will also vary a bit in terms of quality and cost considerations, not to mention the room for customization that you may need. Setup proves to be difficult for some processes like offset but that will be rewarding in the longer term through finer quality of images. You may want a quick solution where the processes you choose definitely have to be different. Thus, it all comes down to quality, budget and volume.

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