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Complete Color Publishing on Marketing Pens - Created Pens with a Difference by
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Article published on April 28th 2012 | [Shopping](#)

Promotional pens, for many years, have been printed by display and pad printing procedures but in the ever-demanding world of the special offers market, providers have worked to make better goods and solutions at reduced expenditures to satisfy the requirements of customers. Marketing mugs are mostly considered as the least expensive way of advertising your company, as 'everybody needs a pen'. Complete colour printing is easily switching into the 'must-have' on promotional products but has been a complicated process on promotional pens due to its round appearance. With developments in technological innovation and innovative unique procedures this process is now less of a issue than ever before.

Screen-printing on promotional pens needs individual displays for each colour style and this is time-consuming and costly when interacting with several printing and the preparing of ink. Complete colour printing using transactions basically needs one set up and colour related is taken care of by the procedure itself. Complex art work using the screen-printing procedure, however, can be difficult and costly at times, as display models need a active of encounter. Exchange printing needs less expertise.

Screen-printing only allows individual identify colors to be used whereas full colour printing allows you to have a photo picture placed onto the casks of the unique pens, further improving your business logo or picture. Difficult 50 percent sculpt pictures can also be obtained which is too costly and complicated to become through traditional screen-printing.

Full colour printing allows for contract operates on the pen due to its individual set up, which can be very costly when screen-printing multiple colored tasks. For example, a inexpensive promotional pen strenuous a four-colour list would have an source cost of four displays with all their associated expenditures. As all of the colour procedure would only contain one set up cost, it would be far more practical to go down this path.

The newest transfer technological innovation completely colour printing now allows the pen to be any colour. In the last, a pen basically had to be bright. This new technological innovation allows the opportunity of promotional pens to be prolonged because of the marketing options that full colour printing provides on any colour promotional pens or business pens.

Another considerable enhancement to the full-colour procedure is the rate of printing. Screen printing has always been the variety one option for great amount operates but new improvements in full-colour printing has permitted for bigger amounts of pens to be printed on promotional pens at the same throughput as screen-printing.

Full colour printing is by far the most eye-catching way to market your promotional product and company and can now be obtained on amounts as low as 250 systems. This procedure can be used to a variety of other promotional products and company presents such as promotional highlighters, promotional pencils and promotional pad sharpeners. Look out for our next content, eligible, 'Promotional Items and Business Gifts: Complete Color Publishing.

Article Source:

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Article Keywords:

Posca, Posca Pen, Paint Markers, Uni Posca, Uniball To Name

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