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Factors to Consider in Catalog Printing by [James Blee](#)

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Many people in the world are in to crafts either as a hobby, a business, or a therapy. Some of them go to stores to get their supplies but there are those who depend on printed & online catalogs to make their orders. That is why craft Catalog Printing is very common. Business owners know the necessity & therefore regularly publish their own, like every month, every quarter, or every season.

In case you are still beginning your crafts business & you have not had catalogs made yet, then it is time for you to think about publishing & making it your main promotion tool. & since you are selling something that is related to creativity, you have the pressure of coming up with pretty designs. The following points are worth paying heed in Catalog Printing.

1. Images. Crafts items are hard to report but in case you have images of each & every single item that you have, the simpler it is for your readers to know what you are selling. Make the descriptions as brief as feasible, including only those that could not be shown on the images. When you are completed with the photography, upload your digital images on the computer for simple access & for storage.
2. Program. You can use Microsoft Word to make your own catalog. Start your contents on page three. Reserve the first page for the cover & the second for your table of contents & perhaps an introductory message.
3. Organize. Do not lump all of your products together but in lieu categorize them based on kind, material, or possibly cost. It depends on you as long as you have classification of some sort. These sections make it simpler for the reader to go through the catalog for craft supplies that they need.

Organization does not only apply on the whole booklet but also on each page. You need to organize where the pics & the text ought to be so that each page will not appear cluttered & confusing.

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