



Article Side

Sure-fire Ways to Wasted Commercial Prints by [Irene Thompson](#)

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It is a sad truth, but nevertheless the truth, that not all commercial printing products that have been produced and will be produced in the future will be effectively used and implemented for their intended purpose. There are many reasons why precious paper and ink are continuously wasted on low-quality and ineffective outputs that are sold to many different customers and clients of commercial printing. In reality, this phenomenon will never be entirely avoided, but this can be minimized. In order to avoid this, the following are some things to watch out for that would ultimately lead to wasted commercial prints from Dallas printing companies and DFW printing companies.

Lack of proofreading. One of the reasons why products that have been commercially printed go straight from the equipment into the garbage bin is because of unacceptable typographical errors or mistakes on the printed outputs. This can be either the fault of the customer or the fault of the commercial printing company, because it is the customer's job to examine the proofs closely to spot errors and mistakes and at the same time, it is also the commercial printer's job to always verify with the customer before printing out the final batch.

Miscommunication. Another reason for wasted commercial printing products is miscommunication between the customer and the people who took his orders. It may be that the customer was not able to successfully and properly explain exactly what he wanted, or it may be that the customer service employee slacked on his job and did not listen closely. Inevitably, this would lead to final outputs that the customer will not accept and would therefore go straight to the trash or to the bin for recyclable materials.

Equipment trouble at the commercial printing company's side. This may not happen all of the time, but there are times when a commercial printer's equipment malfunction and entire batches are rendered unusable because of inkblot stains, inaccurate and imprecise cutting of the papers, and a whole other bunch of reasons. This can only be remedied by the commercial printing company itself, preferably with prevention, by having regular equipment calibration and maintenance. For this type of printing goof-up, prevention is certainly way better than cure, because it is practically impossible to salvage workable prints from blots of ink and batches of incorrectly cut paper.

It can be seen from the above descriptions and explanations that there are a lot of possible reasons why commercial prints may get wasted, and these reasons can be found in either the customer's side or the commercial printing company's side. Dallas printing companies and DFW printing companies do everything they can in order to be more efficient and maximize the use of their raw materials, and it would be good for customers to do their part as well by avoiding miscommunication and oversights to happen. 100% no-waste printing is an exceedingly improbable scenario, but the possibility is there and it wouldn't hurt the customer or the commercial printing company to try.

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Irene Thompson spent 5 years guiding businesses to get new customers and increase sales. To experience fast, full color and high quality printing materials, visit a [Dallas printing companies](#) and experience one of the most trusted printing company in Dallas area.

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