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Catalog Printing Tips for Newbies by [Kate Manheaven](#)

Article published on January 14th 2012 | [Business](#)

Catalogs are excellent promotional materials that can drive sales effectively. Even as online marketers shun the use of catalogs, many companies are still using these printed materials as part of their direct marketing strategies. And since these companies are enjoying great returns for their efforts, who are you to argue with success? Whatever product you are selling, catalogs are more than capable of generating leads and boosting sales.

If this is your first time to oversee a catalog printing task, then you will find the following tips useful for you:

## Look for a designer

In creating your catalogs, you cannot do all the work by yourself. If you want to make the most of catalog printing, then you may have to rely on other people's expertise, especially with the design. A professional graphics designer can help you create the best design layout and catalog cover that is sure to attract your target market.

## Create a practical timeline for the entire process

There's more to catalog printing than running into the paper to the machine. You need to consider several elements such as the design, proofreading, revising, etc. Basically, the printing, binding and mailing can take about 2 weeks. A well-thought out schedule will allow you to keep track of the process as well as make sure that you are well within your budget.

## Decide on the overall style

Work with your designer to determine the style that is most appropriate for your products. For example, are you going to need specific backgrounds for the product photos? Regardless of the way you want to present the products, make sure that all the pages are consistent with the overall style or theme.

## Prepare the products for the photo shoot

For a more efficient process, collect and organize the product ahead. Make sure to use samples that are clean and without any damage. If possible, have a few more samples handy just in case there's a breakage or anything. Take note of proper lighting to showcase the products well.

## Write simple and accurate copy

Make sure that you have collected all the necessary information before setting to create the content of the catalog. Remember too include details such as product name, prices, and descriptions. See to it that the products are in their proper categories. In writing product description, use simple language and make it as short yet all-inclusive as possible.

## Select a reliable printer

Catalog printing is basically a very specialized process. Even so, you can always find a professional online printing service provider that is capable of getting the job done for you. Search the Internet and create a shortlist of providers that meet your requirements as well as your budget. To give more

value to your money, consider hiring a company that handles mailing services as part of their service package.

Catalog printing is an investment that can surely give a boost to your marketing efforts. Done right, it can provide you with an edge to attract new customers and drive sales. So always remember these tips when you print your catalogs.

Article Source:

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Article Keywords:

catalogs, catalog printing

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