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Catalog Printing with an Experienced Print Broker by Philip Carey

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B/W catalog printing is a science that many companies assume is simple and straightforward. Unfortunately, this process can actually require a great deal of work to properly accomplish. Besides the startup costs associated with any kind of printing, there are also issues related to catalog printing that affect a catalogâ€™s usefulness to the customer. While many companies underestimate this and other factors, an experienced and professional print broker will not. Many companies do not even realize the full extent of grayscale options available for use within a catalog and this lack of knowledge can be devastating. Printing a catalog is a complex process.

While it might at first sound like such a project involves simply printing several hundred pages and then collating them as if it were simply a large presentation, this process contains several complications that inexperienced parties may not understand. For example, the binding of a catalog is not always made of staples, but of stitching. Special machinery is needed to bind a catalog and the alignment of materials differs based on the catalog's size. Another factor that many novices misunderstand about catalog printing is the overall design of the catalog. It often pays off to hire an experienced designer to make the most of a catalog project.

In addition to design and basic bindings, a novice may be unprepared to handle color choices. Many people would read the above sentence and wonder how many colors are involved in a B/W catalog printing. There are actually hundreds of levels that range from grays that are almost white to completely black for lettering and borders. If you use images, you need to understand that few images will look presentable in only "black and white." When you use an experienced print broker, they will guide you through these and many other variables you'll need to select.

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This article aims to provide readers valuable information regarding a catalog printing. To find more interesting information on print media,a b/w catalog printing and other related topics, you can visit www.cmykprintsolutions.com.

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