Intelligent Design: when Expertise is What You Need by Philip Carey

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Brokers are an essential part of the modern business cycle. Since itâ€™s impossible to become an expert in each and every aspect of your own business, relying on the expertise of brokers becomes pretty important if youâ€™re looking to grow.

If youâ€™re in the market to print a catalog of your products, thereâ€™s got to be text and images, presented in an appealing manner. The paper quality and color depth in a project are also an important factor; then thereâ€™s the question of how many copies you need, whether to trim, and if so, how muchâ€¦ and this is something as simple as catalog printing. Each one of these aspects can have an impact on your final costs â€“ making even catalog printing a question of balance.

Print brokers such as CMYK Print Solutions (check out www.cmykprintsolutions.com for a free comparison of print costs) represent market knowledge, in all levels of the industry. Say, for example, youâ€™ve got a print budget of a thousand dollars, and you need to print a few thousand catalogs. Should you rely on CMYK printers in-state who give you a better deal on packaging and transport, or a cheaper print option in another state, with a little more for delivery? Are you comfortable with low-tech CMYK printers who canâ€™t deliver complex colors, or is it more important that the pictures stand out? Do you need superfine, ultra glossy paper, or will basic paper serve just as well? Just like in manufacturing, the answers to these questions will determine your production costs and timeline.

Managing these costs is a job for a print broker. Rather than giving your catalog printing job to a massive firm that needs a print run of ten thousand copies to lower costs, why not search instead for a smaller firm that can give you the same costs for a smaller print run? Instead of micromanaging all the aspects of design; layout, trim, and color management, why not look for a boutique firm that specializes in design as well? The same goes for ink costs, print costs, and quality using different machines â€“ even something as mundane as packaging and handling can save you those few extra dollars.

These are just some of the ways in which a print broker can help manage your costs. Printing doesnâ€™t have to be a time consuming and expensive process â€“ the savings are there, if youâ€™ve g right CMYK broker by your side.

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Philip Carey - About Author:
This article aims to provide readers valuable information regarding a CMYK printers. To find more interesting information on a catalog printing, you can visit www.cmykprintsolutions.com.

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