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Business cards have become mandatory for all business establishments and leaflet printing itself has grown as an industry. Any person running a business will certainly have a business card irrespective of the size or type of business.

The history of business card dates back to the 15th century when they were used in China. The French monarchs used then as introductory cards in the 17th century and were called visiting cards. At around the same time the visiting cards were used in England as the main intention of which was advertised. The primitive of visiting cards made out of wood cut and copper plate have evolved into todays modern business cards after going huge metamorphosis. At present leaflet printing itself has become a huge industry. The business card has become a necessity and also business strategy. It serves as an introduction letter to the prospective clients. Business cards can be given to anybody whom you meet and this builds the business. Flyers are also used as a business plan to capture business. There is a difference between business cards and flyers. That is business cards can be given only to some known person or two persons when you meet them. Flyers are placed in large numbers in prominent places to be picked by interested persons. flyer printing is also a good and prospective business. For getting into either business card printing and flyer printing business one should have a creative mind. Though there are templates available for both categories, creativity is what sells. The business cards generally contain the information about the product or the service, contact details, logo of the company and a short description of the product. Flyers are made to contain more information about the product or service than business cards.

Both leaflet printing and flyer printing opportunities are available worldwide, have increased career opportunities and never fading business options.

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