

Professional Printing Makes Your Business Look Good

WeDo professional printing. To make a good impression, marketing materials need to be handled by an expert printer. A great deal is riding on the outcome: the print quality, your company's reputation, and the impression left behind of your brand. We know it's tempting to want to cut costs and print it yourself on an office printer. However, many variables can sabotage your efforts, and working with an expert like PIP will help you avoid them. Here are several insights to keep in mind:

Time Is Valuable

Direct mail marketing is a viable and significant part of any multichannel marketing strategy. The flexibility of the medium—size, design, targeting—can help marketers craft a standout campaign to encourage new, current and lapsed customers to find their way to or back to your business.

Design Matters

Design cues and techniques come with their own quirks. If printed on the wrong equipment, there will most assuredly be disappointment. For example, gradation in design can cause a striping effect called banding. Full bleed ink coverage may experience ghosting. Even small types come with challenges, often plugging up and making them illegible. Your PIP specialist will review your design to ensure it is printed on the right equipment for the best result.

Color Accuracy

Press equipment needs to be up to the task of large runs, hundreds and sometimes thousands of pieces. Ensuring color matches what you've seen on your computer and appears consistently across the entire press run is vital. Most office printers are not built to withstand the tolerances demanded of large quantity runs.

Trusted Resource

It's comforting to know you have an expert to rely on. At PIP, we're interested in more than a single project. We enjoy meeting you, learning about your business, and helping you grow it. It's more than a job—it's a relationship.

When the time comes to print your next marketing pieces, think about your main objective: making a good impression. And, put your marketing and your trust in the hands of a commercial printer with more than 50 years of experience—PIP.

Contact us at pip.com.