

Top 10 Tips – Digital Printing

Supplied by: Harvest Studios Limited



Digital printing is designed for short-run print requirements - the times when you only need tens, hundreds or low thousands of leaflets, brochures, labels, manuals, cards, books or magazines. Modern digital presses can now reproduce effectively on many types of media: from standard paper to card, film, self-adhesive vinyl and other paper and non-paper products. Variable data, or personalisation, is a new and effective method of communication with your customers and is only possible through digital printing processes.

- 1. Preparation** - Take time to think through your project prior to briefing the designer - better to spend time on preliminary preparation as it will save you time and money during the later stages.
- 2. Design** - Good design will make a difference. Be sure to brief your designer on all aspects of the project: what you are promoting; your target market; your corporate colours & logo and any other relevant detail.
- 3. Artwork** - it is well worth explaining to the designer the printing method you have selected - digital printing can provide excellent results especially if you work within the boundaries of the process
- 4. Printer selection** - check out potential suppliers through web sites, colleagues, associates, Chamber of Commerce and other means. Have a look at the type of work being produced and who it is for. We all want good value but be careful over selecting on price alone - rarely is the cheapest the best! If you have time check out printers portfolios to see what they do and who they do it for.
- 5. Specification** - before submitting your files ensure they are set-up according to printers' specification - quality printers will provide guidelines to help you. Ensure hard copy versions accompany your artwork files. Correctly formatted artwork files with clear instructions will travel through the process quickly and more efficiently.

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- 6. Variable data** - or personalisation as it is also known, is reported to increase response rates by up to 30% on relevant business to business direct marketing campaigns. Variable data can only be produced using digital processes.
- 7. Proofing** - a crucial stage of the process. Ensure you carefully check proofs before you sign-off for printing - much more preferable to spend 5 or 10 minutes scrutinising the proof than finding there is a problem when the entire job is delivered.
- 8. Finishing** - another critical phase - good print work can be ruined by poor finishing. A good printer will proudly demonstrate their finishing facility.
- 9. Print** - has your job been carefully packaged, delivered to the correct quality, to budget and on time?
- 10. Feedback** - printers are people too! And like all of us they can only benefit from constructive feedback - if the job went well, tell them and chances are they will pull out all the stops when you need it. If there is a problem, again let them know - most reputable printers will take this into account on future work.

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