

Top 10 Tips – Large format digital printing

Supplied by: Artisan Signs



- 1.** What are you promoting? Where are the items going? Inside, outside, hanging, floor standing, fixed to a wall or exhibition stand, in a window, as a backdrop?
- 2.** Gather together your current marketing materials – letterhead, business card, leaflets etc. Decide which elements you want to use on the large format item – poster, banner, board, large vehicle, exhibition stands and graphics.
- 3.** Decide on the finish of the item. Posters can be laminated or not, prints can be mounted onto substrates or in some cases printed direct, items can be cut to shape, banners can be hemmed, eyeletted or looped, flags can be single or double sided.
- 4.** Where will you produce the artwork – will you do it yourself, will you hire a creative designer or ask the printer to do your artwork?
- 5.** Choose your printer with care. Consult databases such as the Chamber's Member Directory to find a reputable supplier. Ask colleagues in and out of your work place for recommendations on printers.
- 6.** Give full details in your quote request – sizes, material, finish and your time scales, allowing for despatch or installation. Don't give false deadlines.
- 7.** Once you have chosen your printer, get a copy of their terms and if applicable their guidelines for producing artwork – and follow them. Failure to do so may incur charges and/or give an unexpected result.
- 8.** If your printer is creating your artwork give prompt sign off on proofs. If you are supplying print ready artwork make sure you provide a hard copy.
- 9.** Will you collect your order or do you want it delivered? In both instances consider the size and weight of the finished order and if it will require special packing for transportation.
- 10.** Once received, prolong the life of the items by looking after them! As with any large item bad handling can result in damage. Make sure everyone involved knows how it works or is to be fixed and handled. Treat your items with care and they will give you stunning results and attract attention to your business.

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