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How To Avoid Being Bitten By The Offset Printing Sharks!

Offset printing these days is still the cheapest and best quality printing process. Lazer printing is good for small quantities but the quality lags way behind offset printing. It is important though if you do not know much about printing to learn some key tips before venturing into the waters with offset printers. Printing is a technical field and can sometimes be a mine field if you get things wrong!

The prints from offset printing are of better quality than those from ordinary lithographic printing. Nowadays, any good printing company provides offset printing services and you can easily find a good quality offset printer around your area.

Offset printing is generally costlier than digital printing services for lesser volumes and this is because it requires a lot of work even before the first sheet of paper is printed. However, if you require printing done in huge volumes, then offset printing can turn out to be fairly in expensive. The running cost of offset printing is low and it makes up for the set up cost that is significantly higher. So, as far as bigger volumes of printing are in question, offset printing is the best option.

Picking an offset printing company should be done on the premise of some key considerations. Offset printing extends a lot of options that can leave a layman totally confused as this technology differs a lot from the much easier digital printing. Technical support is a necessity to help you with the technical specifications of offset printing. So the printing company that you select to work with should be able to offer such support.

Further, you should also ask the printing company to let you avail additional printing services such as getting design recommendations for your print jobs, and letting you view a sample before the final large scale printing begins. Lastly, for you to be able to use the printing company on a regular basis, the company must provide you reasonable prices, which fall well within your printing budget.

So be careful before you leap in - learn as much as possible and remember - your printer is there to help you so ask them. Most will be helpful to a new comer to the field.

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