

Published based on [Do You Need To Hire A Printing Company?](#)

Do You Need To Hire A Printing Company?

Most businesses have their own on site printing facilities and perform small and uncomplicated tasks quite happily. When it comes to large quantities or promotional material such as brochures, however, it's easier to source a printing company with more experience and better equipment. Before doing so there are some questions to ask.

Does the company have experience? - The first question to ask is how long the printer has been in business. This gives an idea of the quality to expect from a print job. Longevity means more time to invest in high quality equipment and more jobs completed leading to a wealth of experience. A newer printing company has not had this time to gather enough clients to give him this experience, nor enough capital to purchase the best quality equipment for his printing jobs.

Are samples available? - Any printing company should offer a prospective client a batch of samples in order to demonstrate the quality and range of his work. If this is not the case, this is one of the most important questions to ask. It's not advisable to hire a printer on his say so, the proof of his work is in the samples.

Are there other services available? - Printers often have their own graphic design services, mailing lists and more. It's a good idea to ask what they offer as it may be beneficial to the business. It may cost less to have everything done in one place, rather than source different companies.

How long will the printing job take? - Before choosing a printing company, it is always best to agree on a deadline. It is vital to any business for brochures or any other promotional material to be distributed on time. A printer will send proofs to his client for any eventual revisions and this takes time. It will also depend on the quality of the paper selected and the complexity of the job.

What is the final price? - The final price all depends on the colors chosen, the quality of the paper used and the amount of printing to be done. It is handy to visit several printers and get full quotes to give an idea of the best one to choose. Printers are usually able to offer a discount depending on the size of the job - the bigger the quantity, the higher the discount. It's good to ask the printer how costs can be cut on any particular job.

A bit of background research and a few questions are all that is needed to find the right printing company for the job.

Learn More : [Large Format Printing](#)

You can also find this article published on [Do You Need To Hire A Printing Company?](#), and on the tag pages [Advertising](#), [marketing](#), [outsourcing](#), [printing](#), [printing companies](#), [small business](#).