The Best Out of Catalog Printing

Marketing at your fingertips thats the essence of catalog printing. With catalogs there is no need to present the exact product or demonstrate the services that your company is marketing. All it takes is a state-of-the-art catalog.In designing catalogs, areas of concentration must be made clear so as to be considered. The first of these areas is the product or service. Some product need not be included in the catalog while some are vital. Choosing which are to be included, therefore, is a meticulous task to do. Another area of consideration is the categorization of the products or services. There are products that can be grouped as one while there are products that need to be given extra emphasis so it is better to separate them from the rest. These products may be the feature for the month or the new releases of the company. Same thing should be considered in marketing services. Sorting is the key to an organized catalog. Next to the category is the description. The latter must be exact or definite. Start by stating the name of the product or service followed by the feature or brief description per se. The words may range from 30 to 60 words per product or service. The overall look is the main consideration since it is the heart of every catalog. Moreover, good taste in the choice of photography, colors and words is a must. When it comes to catalog printing, there are different processes available. The first is the web press which is a type of offset printing. This printing process uses rolls of paper instead **commercial water extraction San Antonio** of sheets. Web press is divided into two types the heat-set and the cold-set. The first type is the standard method which is commonly used in magazine types of printing. The method is controlled by a heating unit which dries the ink spread on paper. This method has the capacity to print at high speeds. The cold-set method, on the other hand, does not have a heating unit. Thus, the ink is dried naturally by air. This method can only be used on uncoated surfaces. Another method is the Sheet-feed-press. This method is best used in catalog printing method since it can print flexibly on wider formats of paper.Bring out the best in catalog printing. Know the details.