

Title:
Catalog Printing Tips

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Summary:

Okay, by now you know that printing and distributing a catalog will help you sell your product

Lets start with the cover of your catalog. What options do you have and which options should y

First Catalog Printing Tip:...

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Article Body:

Okay, by now you know that printing and distributing a catalog will help you sell your product

Lets start with the cover of your catalog. What options do you have and which options should y

First Catalog Printing Tip: Catalog covers should be and most often are printed on heavier pap

The paper your cover is usually printed on is called cover stock. It is a heavier weight of pa

Second Catalog Printing Tip: You have a lot of options when it comes to printing the interior

The types of paper you can choose from range from newspaper-like stock all the way up to gloss

Again this depends a lot on your product. For high-end products like furniture, fashions, or j

Third Catalog Printing Tip Colors: One of the major advantages of sending out a catalog is the

The colors you choose for your catalog will have a lot to do with how much product people buy

So your covers need to be printed with a 4-color process, especially if you are selling high-e

Depending on your product, you may also want the interior pages to be of similar quality as th

Fourth Catalog Printing Tip Binding: This will depend a lot on both what type of product you s

Fifth Catalog Printing Tip Choosing a Printer for your Catalog: Make sure first of all that th

I don't mean the more you spend the better catalog you will have either. But the opposite is m

You will need to be prepared before you visit your catalog printer. You will need to know how

You need to know the number of colors you want the cover and the interior pages to be. You nee

You can also work with your printer on the type of binding they offer and how many times you w