

WHICH *Printer?*

In the world of printing, there are several different types of printers who all have their own expertise or niche. It is important to start by understanding which printer is going to be the most suitable for the purpose you need.

DIGITAL PRINTER

Small shopfront printers are generally called “POD” printers or “Print On Demand” printers and offer print and copy services for general requirements where quality is not too essential, timeframe is more important. This kind of printer is ideal for one-off’s, some photo printing, may be a single poster or something quick and easy... In the old days, people use to call them “photocopy” centre as essentially, they are... They can print files straight from your phone or thumbstick without requiring any printing skills.

COMMERCIAL PRINTER?

Perhaps you’re a business or organisation that needs small to large quantities of business cards, flyers, books, booklets or signs. Commercial Printers are generally recognised for their strength in colour management and paper stock variety. They are incredibly professional, know their trade well and support the business community.

SCREEN PRINTER

These guys are a dying breed as the world of digital printing has become so fast and so much cheaper, however, if you want something artistic and need a creative angle as well as an artisan feel, a Screen printer will be the right person to visit. They can help in putting a logo onto many different substrates and medias. Everything from a T-shirt to a boat sail to a skateboard graphic.

PRINT MANAGER

These guys are hip... They do not actually have or own a printer. They are the most educated in print solutions though. They know all the tricks possible to save money. They know who to go to and where to go to achieve the best value possible. They will rarely help you with just 100 business cards or a few photocopies as there is nothing to save, however, they will work on pretty much anything where you can save a lot of money. They achieve the savings via aggregation by going to the right printer. Print Managers are there to bring knowledge in the supply chain across the printing industry and bring you substantial savings across all that is print.

LARGE FORMAT AND SIGNAGE

This is all about being BIG.... Anything bigger than an A4 flyer or photocopy is what these guys do. They can do small corflute signs for wayfinding all the way to billboards, and building wraps... These guys can do 1 small banner all the way to thousands of HUGE banners. They will do flags, stickers, banners, point of sale, awning signs, marquee tents, car wraps, building banners, posters, fabrics and more.

BOOK PRINTERS / PUBLISHERS

These are the most obvious... Need something published in LARGE quantities? Need a paperback romance novel? These guys are it... They don’t do anything small run, everything for them is large quantities... No need to really introduce these guys much, their name and skill speak for themselves.



MY PRINT *Checklist*

- ☐ Product Use. How do you intend to use your print?
(Inside, outside, long-term, short-term)

- ☐ Size. What size do you need?
(A4, A6, DL etc...)

- ☐ Quantity. How many do you need?
(Check minimum quantities)

- ☐ Time Frame. When do you need your print by?
(Allow plenty of time for your printer to produce the item)

- ☐ Artwork. Do you have print ready artwork?
(If not, make sure to let your printer know, they can often offer
affordable design services)

Let's get printing

