

Common Pitfalls When Using Online Print Vendors

A printing error can be a terrible (and costly) mistake when it comes to printing business documents, marketing materials, or posters (especially in bulk).

Most professionals know the importance of copy editing and design checking their documents before finalizing and printing, but with bulk online printing comes a whole new list of common mistakes that you'll need to check for. An inappropriate bleed, trim, or graphic can be just as problematic (and often more noticeable) than a typo or design mistake.

The following examples are of common business card mistakes, though the problems illustrated can apply to any online printing project.



Text outside the safe margin.



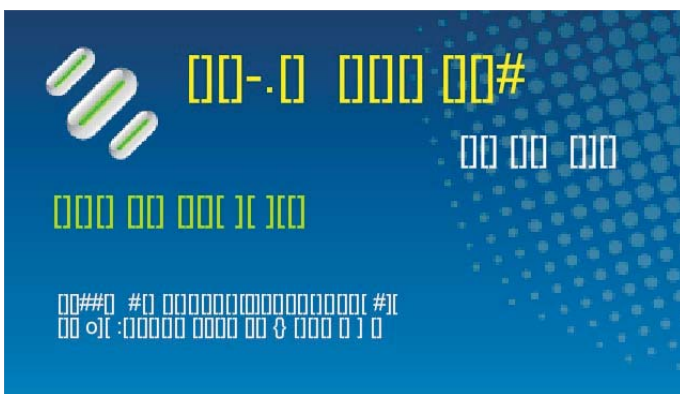
Didn't use full bleed on image, so edges (top and right) are blank.



Didn't fully change the template information.



Pixelated (raster not vector) art used for logo (fuzzy after resized).



Font didn't upload properly. Incorrect colour gammut. For example, RBG instead of CMYK.



This illustrates just how vital it is to find a printing service that you can connect with on a personal level.

arrooke Print Services pre-press checks files with a human eye, before they are sent to our automated workflow.

Large online print services do not.

Although we are not responsible for errors in client supplied files, it can be said that we have caught many, many errors over the years, resulting in thousands of dollars avoided in re-print costs.

The best part?! arrooke Print Services is often less expensive than ordering online and prices include local delivery.