

Commercial Print Best Practices

Setting up your project correctly ensures the best possible print quality, smooth turnaround, and consistent brand results.

1. File Preparation

- 1 File Formats: Submit print-ready PDFs with fonts outlined and images embedded. AI, EPS, or high-res TIFF files are also accepted.
- 2 Bleed & Safe Area: Include 1/8 inch (0.125 inch) bleed and keep key elements at least 1/8 inch inside the trim line.
- 3 Color Mode: Use CMYK for process printing or specify Pantone spot colors as needed.
- 4 Resolution: Images should be at least 300 dpi at full size.
- 5 Linked Files: If sending native files, include all fonts and linked images.
- 6 Proof Review: Review all proofs at 100% before approval for accuracy.

2. Color Management

- 1 Calibrated Monitors: Colors may vary between screens and print.
- 2 Color Matching: For brand consistency, supply Pantone references or printed samples.
- 3 Special Finishes: Note that coatings, laminates, or foils can alter color appearance.

3. Paper & Material Selection

- 1 Paper Weight: Heavier stocks provide a premium feel; lighter weights can reduce mailing costs.
- 2 Finish Options: Gloss for vibrancy, matte for refinement, uncoated for a natural look.
- 3 Label Materials: Paper, film, metallic, clear, and specialty materials are available for different surfaces.
- 4 Durability: Choose weatherproof or laminated options for outdoor and moisture-prone environments.

4. Finishing & Embellishments

- 1 Die-Cutting: Create unique custom shapes.
- 2 Embossing & Foil Stamping: Add texture or metallic effects.
- 3 Lamination & UV Coating: Protect and enhance your print's appearance.
- 4 Variable Data Printing: Perfect for personalized labels and serial numbering.

5. Proofing & Approval

- 1 Review all proofs for content, layout, and color accuracy.
- 2 Approval must be confirmed in writing before production.
- 3 Production timelines begin after proof approval.

6. Delivery & Turnaround

- 1 Turnaround times vary by project and finishing options.
- 2 Rush services are available when scheduling allows.
- 3 We offer local delivery and nationwide shipping.
- 4 Let us know key launch or event dates to plan effectively.

7. Partnering for Success

Our goal is to make your print process simple, efficient, and stress-free. Early communication helps us optimize materials, production, and costs.

Need help preparing your next project? Our team is always available to review files, recommend materials, and guide you through every step—from concept to completion.