

LASER LETTERS' INSIGHTS



Print Smarter = Less Stress Lower Cost Better Results

One of the easiest ways to save time, money, and headaches on a print project is to set it up for success. A few small choices early on can make a big difference in the final outcome.

Here's how to work more efficiently with your printer:

○ Share all details at the beginning.

Quantities, deadlines, mailing requirements, finishing, revisions, versions—when everything is known upfront, your printer can plan efficiently and avoid surprises that add time or expense.

○ Start with the right color format.

CMYK builds offer predictable and reliable color. Spot or Pantone colors often require extra handling or conversion. Ideal for print, CMYK keeps things simple and stress-free.

○ Use in-house paper stocks.

Choosing from a printer's in-stock papers means faster turnaround, fewer supply delays, and materials that are already tested for the best print results.

○ Proof with intention.

Review proofs carefully for content, layout, and accuracy—not just color. A thorough proof upfront prevents costly changes later and keeps projects on schedule.

Laser Letters isn't just producing your job—we're providing quality results...without the stress.

**THE BOTTOM LINE:
Clear Information + Smart Production Choices
= Smoother Projects and Better Print**