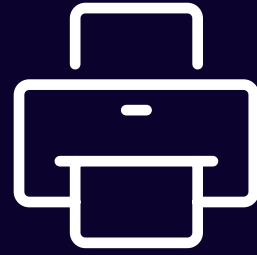


How to Produce Brilliant Print

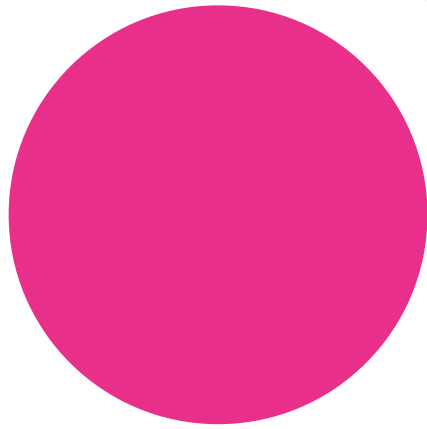
Everything you need to know before
creating a piece of brilliant print.





We'll cover print sustainability, designing and perfecting print layout, paper and printing techniques – and the magic of LED UV.



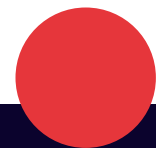


Build Your Brand With the Helping Hand of Print

**First impressions count for everything.
It's your chance to grab someone's attention.**

Bold, high-quality print marketing can make you instantly stand out from a crowd of boring business cards and cheaply produced leaflets. It only takes a split-second for a sharp, to-the-point design to catch your eye – a moment that is quick but effective, having a long-lasting effect on consumers.

According to research, people are 70% more likely to remember businesses seen in print than online.

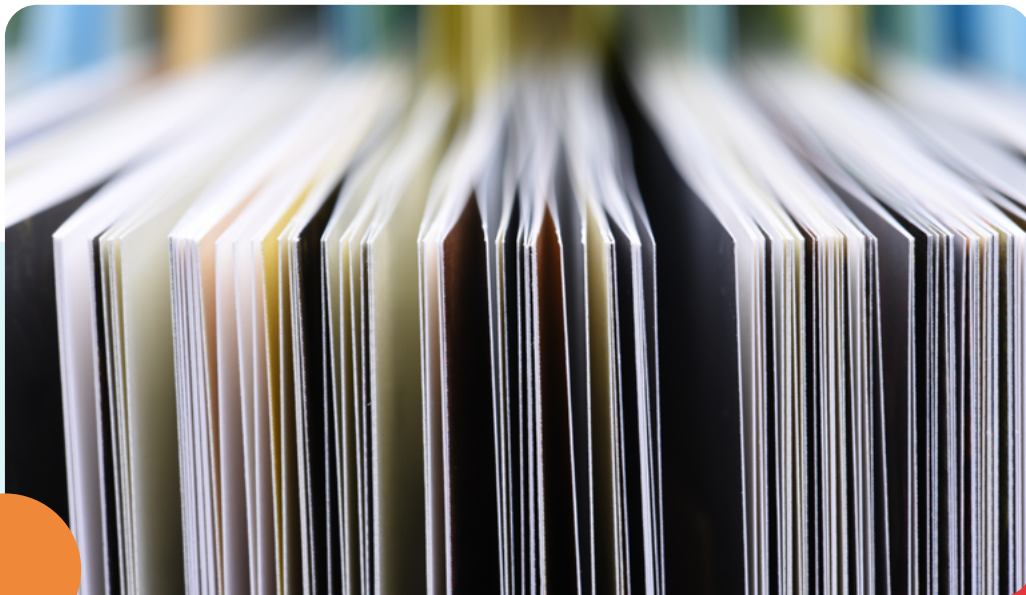


But remember – second, third and fourth impressions count, too. Print marketing is a great way to build a recognisable brand and increase audience awareness.

Today, the only way you'll draw interest in your brand or business is by creating quality content to convey your message. To do this, you need to consider every aspect of print and design to ensure it creates the right impression, no matter whether it's the first or hundredth time someone comes into contact with it.

You need to put thought and effort into your print to match the quality of the products or services you're offering. Like any other marketing asset, print marketing works to create a cohesive brand image.

It's simple. Poor print will drive potential customers into the welcoming arms of your competitors. On the other hand, quality print materials that showcase what your business is about, what you're offering and what you can do for your customers clinch deals and help you to gain a competitive advantage.





Why Print Should Still Be Part of Your Marketing Strategy

Rather like how vinyl has made a resurgence, quality print is thriving in the digital world. Customers want something tangible, something tactile and something tantalising. Print delivers on all three accounts.

This doesn't mean digital marketing is ineffective, but the combination of both print and digital can be transformative.

Taking this dualistic approach can make online campaigns 400% more effective.



Why? Print marketing makes online campaigns feel more real, memorable and trustworthy. Think of print marketing as a prop that makes the buy-in of a digital campaign easier. In a world where anyone can email anyone and fake news is rife, print represents a means for the truth to reach the consumer.

A campaign with both digital and print elements isn't ignorant to the digital age but is responsive to the needs of today's discerning consumer, making every campaign you put out that little more effective.

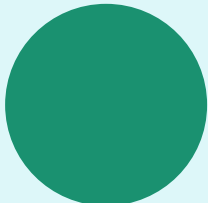
So, how do you go about creating a piece of brilliant print? How do you decide on a layout? How can you finalise which materials you should use? Flick through our guide to find out how businesses like yours can get the most out of print power.






Why Bespoke Print?

Run-of-the-mill print isn't captivating. We can't deny ordering instant printing online can be an easy and cheap option, but are they the two ideals you want your brand to represent?



It's time for a more unique printed approach that will truly delight your prospects and customers. Bespoke print solutions give you complete creative control – you can choose the physical dimensions, folding options and texture of your product. This printing renaissance isn't just about design but also feel and function.



You'll also have a close working relationship with a brilliant team of print professionals who are there to offer support and guidance throughout your whole print project.

One of the most beneficial things about bespoke printed solutions is targeting a specific audience. You don't have to play down your words, images and designs to appeal to the masses, but rather can create something that resonates and aligns with your target market.

So how do we use this to make an impact?



A Step in The Right Direction

The environmental impact of printing can often be misunderstood and confusing – but choosing sustainable print is simple (and there has never been a more critical time to choose it). After all, paper is regarded as one of the world’s great sustainable products.

Don’t be fooled into thinking minimising your print use will help save the planet. Print can actually help protect our planet – it’s just about choosing the right kind of print and working with a sustainable print provider.

One of the first Carbon Balanced Printers in the UK. We are only one of a few Carbon Balanced Printers who Carbon Balance every job we print, meaning both you and our planet can soak up the benefits at no extra cost.

If your goals are to make your marketing more sustainable, print marketing will likely fall to the wayside. But it doesn't have to. Carbon Balanced Print is the answer, but only a Carbon Balanced Printer can do this.

What Is Carbon Balanced Paper?

With Carbon Balanced Paper, CO2 created during paper production and mill delivery has been offset.

At B&B Press, we support the work of World Land Trust through their Carbon Balanced Programme, balancing the carbon impact of the paper we use through conservation projects. We offer a complete Carbon Balanced Print Solution – not just the paper.



So, What Is a Carbon Balanced Printer?

A certified Carbon Balanced Printer has measured, reduced and carbon balanced the unavoidable CO2 emissions from their print operations. They offer a Carbon Balanced Print solution.

How Will It Benefit Me?

Four out of five UK customers are adopting more sustainable lifestyle choices, impacting where and what they shop.

Carbon balancing your print will reduce your carbon impact and enhance your brand offering, speaking to most customers concerned with sustainability. Taking positive action with Carbon Balanced Print helps combat global warming and deliver against your corporate social responsibility.



WORLD
LAND
TRUST™

www.carbonbalancedprinter.com

Who Is the World Land Trust (WLT)?

World Land Trust is an international conservation charity that protects biologically significant and threatened habitats worldwide.

They're instrumental in protecting natural environments in places such as Africa, Asia, Central and South America and the UK, creating reserves that provide a permanent home to wildlife.



The money that is given to the World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of.

– Sir David Attenborough. ([World Land Trust](#))

Does It Cost More?

We are passionate about making our print solutions sustainable and by carbon balancing every job we print, our print won't cost you or the planet any more.

When you choose to use Carbon Balanced Paper, printed by a Carbon Balanced Printer, you can be confident in knowing you are choosing one of the most sustainable print solutions available – but one that's cost-effective too.



What Does It Take to Create Brilliant Print?

How Do I Make My Design Stand Out?

It's the first question every business asks. There are several ways to make your print stand out and showcase your products and services better than your competition.



Striking and Engaging Photography

If you're choosing to print, you should take advantage and include pictures within the design. Not just any ordinary, stock or royalty-free images either. You need to go out of your way to include striking photography that resonates with potential customers so they're instantly drawn in.

While sometimes royalty-free images are a good option to go with because of the quality, you must consider they're available for everyone to use, so it's never original. If possible, try and create your own images using a high-spec camera, so the premium quality images you include in your brochure are original and nobody else can use them.



Printer Tip:

We know people learn more from visuals – **65%. to be exact.** This means over half of your audience won't engage with an endless stream of text or a barren brochure. The lesson? You need to create and choose high-quality images to be the focal point of your print collateral. That's what's needed to draw the reader in and communicate your message.

Don't Overload Your Design With Text

Your aim is to provide information about your brand or service, but too much text could backfire. Not only does wordiness lose its appeal, but you'll also give everything away.

Play hard to get. Hold back on the vital information but give them just enough so they want to know more after everything they've read has piqued their interest. Make them chase you and seek your services.

Succinct print marketing helps the reader by giving them the essential information in easy-to-read chunks and helps you see higher conversion rates.

Style, Design and Font

Your artwork will only look desirable when the design, the style and the fonts you choose work cohesively together. There's no harm in spending a little extra time playing around with a handful of different styles and sizes until you find one you feel represents your business. But remember, whatever typography you land on, make sure it's stylish and readable.

Consistency is crucial when it comes to branding. Having two fonts on one page and three others on a different page won't look good. It could look cheap as if it hasn't been thought about. While variety can be a good thing, sticking to a couple of fonts throughout your materials could help customers instantly associate them with your company and improve their overall experience.

Balancing stylish layouts with consistent fonts and engaging copy means your printed media will be difficult to put down as each turn of the page will delight and inspire the reader to continue. To give the best first (second, third, fourth and fifth) impression, choose a completely bespoke print solution to make it feel luxurious and intrigue the reader.



Brilliant Design Deserves Brilliant Print

The most crucial aspect of making your design truly effective is to see it transform from screen to paper. Even if you have A-grade artwork you're incredibly proud of, it could all go to waste if you've used poor materials, low-quality ink and an average printer.



Printer Tip:

Find technology that can make your print sharper and make the colours more vivid. Technologies like LED UV printing offer exceptional quality consistently with no blemishes on the finest materials, particularly when printing on uncoated paper. So, every sheet will always have that premium feel.



How to Design the Layout

Consider Folding Options

Before you begin implementing all your content, you should consider what folding format you want to work with. There's no right or wrong answer, but it may change where you place things.

Try to visualise the printed piece from start to finish as different processes and folds need specific criteria, which may affect how the artwork is created. For example, if you're creating a six-sided leaflet (letter fold), the sides which will be folded in first need to be 2mm shorter than the other two parts of the sheet. If you don't do this, your flyer won't sit flat and you'll get unwanted twists in the paper.

Pick Your Colour Scheme

The colour scheme is a major part of the brochure you'll create, which will determine whether it's truly visually appealing. The look and feel of your design need to be consistent throughout, so make sure you have a set colour palette to match the rest of your branding decisions.

Consider the colour model. You can choose between the CMYK or RGB colour model whenever you save artwork.

The printing process uses CMYK (cyan, magenta, yellow and key). CMYK is a subtractive colour model. This adds pigment or dye to a page to subtract white from an image.

Remember, when you look at a colour on a screen, it isn't accurately represented as the hue it'll be when printed. You're seeing a mixture of the primary colours created by light. Printed colours are different as you see reflected light subtracting what's absorbed by the print.



Printer Tip:

If colour is an important factor of your brand guidelines, it's worth spending time with your print supplier discussing this. You may be used to working in hex codes on screen and these do not always equate to print. Minor colour changes can occur, especially when printing onto different substrates. So, it's important to be aware of this to avoid disappointment. The good news is our LED UV Press is pretty brilliant at getting it right.

Match the Copy to Your Design

While you may already have written down all the copy, it's crucial to match it to your innovative design and layout.

If your design is formal and in a more serious tone – which luxury hotels, car companies and watchmakers tend to have – then don't inject a colourful and fun vibe; choose something with more sophistication. For playful, cheeky brands, an explosion of colour might be just the thing you need with quick quips and short, snappy sentences.

It's all about the consistency and the balance to set you apart and make you noticeable.



Printer Tip:

Introducing some metallic block foiling to the cover paired with soft-touch laminate gives an ultimate luxury feel and really sets the tone of your brand.

Think of the Flow

When designing the layout, think of how the information will flow once it's been produced. The eye naturally drifts from left to right and attention is always focused on clear headings and striking images. Design the layout to easily guide the reader and draw attention to the areas you want to focus on.



Incorporate a Subtle Action

Set a goal for your print. This should be towards the end when the readers have finished. Printed materials, after all, are a stepping stone leading the reader to the next step of their journey. The action might be as simple as following the brand on social media to get more expert information.

The follow-up action should reflect what your business is offering. If it's a service offering, consider a contact number. If it's a product offering, think about a website link.

Just because print marketing can't offer a live link or button to click, it doesn't mean it should represent a dead-end. Like any other marketing activity, print marketing is a fluid action that flows seamlessly into the next step of the buyer's journey.

Choose Your Stock

Once you're happy with the layout and start considering how you want to print, you need to choose a stock that reflects your brand. This paper choice is crucial for designing as a brilliant layout and design could be futile if the materials you print on don't reflect that.

Options aren't limited either. You can print on uncoated paper stock for a raw natural feel. However, some high-end brands choose to print on silk paper. They might even include a velvet or soft-touch laminate cover to finalise the masterpiece.

Silk coated paper has a low surface sheen and a luxurious feel. It offers excellent ink to paper contrast and this popular option allows printed colours to appear brighter and much more defined. The overall look is more low-key than gloss coated paper and is an option to consider because of the overall feel when holding it. It's also a much better choice than others in terms of readability.

It's a lot to consider, but taking advantage of all the factors mentioned separates a good print from a brilliant one. It puts your brand ahead of your rivals as the quality will be so impressive customers will want to keep it.



Printer Tip:

If you really want to go for something brilliant, choose uncoated paper and have it printed LED UV—trust us, you won't be disappointed. This combination results in a much sharper and more defined finish, which features more vivid colours to make even the finest details pop from the paper. Plus, it's super easy to recycle if you're looking for an eco-friendly option.

The background is a light blue gradient. In the top right corner, there is a circular inset image of an open book with text on its pages. Several overlapping circles in orange, green, and blue are scattered across the top right area. A large white circle is positioned in the lower-left and center, containing the main text.

Practical Tips for Print-Ready Work

Creating print-ready artwork from scratch can feel like a hefty task if it isn't something you do regularly, but this guide can help you with that part. By following these tips, you'll achieve or surpass your aims.

So, Let's Make Your Design Print-Ready

Which Software Should I Use?

The first thing to consider when preparing artwork for print is which file format to save it in. This depends on the software you're using.

We recommend using image publishing software and/or vector drawing software such as Adobe Illustrator or InDesign.

While it's possible to use image-editing software such as Photoshop to export your final image, we wouldn't recommend it. These programs create raster images as a bitmap – they basically look like a grid of pixels. An example would be a scanned image that becomes blurry and imprecise when blown up – a raster image gets jagged and rough. This won't look good in print, so you want your image created as a vector model.

Vector models use geometric shapes rather than pixels to generate an image. Vector-based graphics are much more versatile, flexible and easy to use. The most obvious advantage of vector images over raster graphics is that vector images are quickly and perfectly scalable. This means the image will retain clarity, especially when blown up to larger sizes.

If you use Photoshop, import the finished image into a vector-capable program such as Adobe Illustrator or InDesign. Remember, vectors don't work for everything.

Image Resolution

This is probably the most critical part of preparing artwork for printing. If your image consists solely of vector graphics, the resolution isn't an issue. You can scale an image created purely as a vector file to any size without loss of resolution. However, most images will still contain at least some raster elements.

When preparing artwork for print, we recommend having at least 300DPI for your image. This means the naked eye won't see the individual pixels at a close distance. It's considered photographic quality.

Setting the Bleed

Adding a bleed is essential for any method of printing. A bleed is the image area extended beyond the final trimmed product. Cutting machines will trim the printed image to your specifications in the printing process.

If you haven't left a bleed, the cutting machines will trim 0.5mm past the edge of your graphic. If you haven't extended the image beyond a bleed area, this cutting will leave a noticeable white line and look unprofessional. We recommend a bleed area of 3mm. Add this amount to each side of your image.

Exporting Your Artwork for Print

Save your artwork as a single-layered image using a CMYK colour model. We suggest exporting your file as a print-ready PDF. If your file size is over 2GB, we don't recommend you send it in an email. Use a platform like WeTransfer to send over your files.



Printer Tip:

This is something our studio team does every day, so it's no trouble at all if you need help preparing for print. We recommend going over your specifications early in the printing process to avoid complications with your finished artwork. It'll save you time and prevent stress when print deadlines are looming.

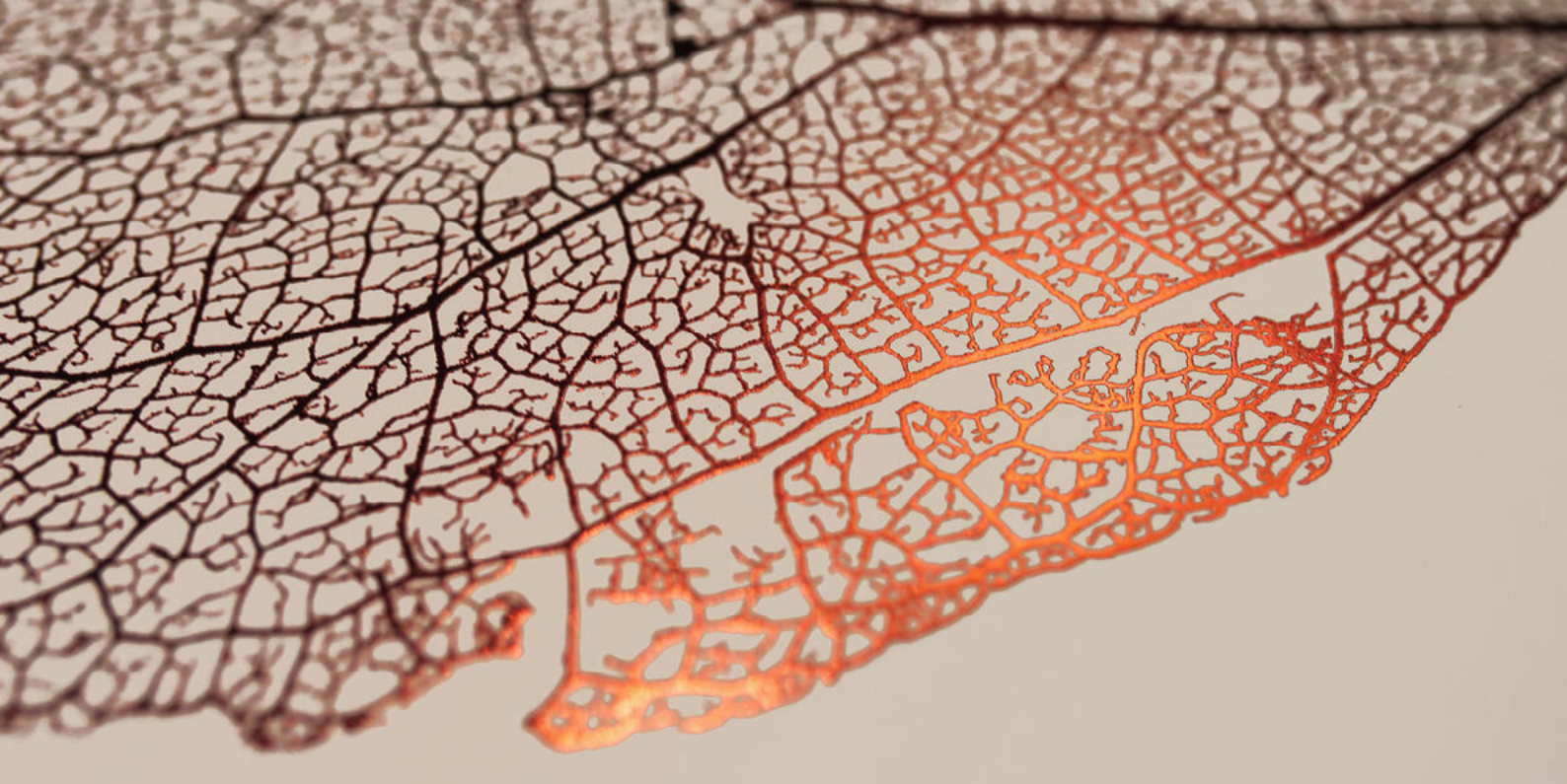


Paper & Printing Techniques

Why Is the Right Printing Technique Important?

Realistically, you can print your marketing materials on any printer – and any paper for that matter. However, be prepared to lose desirability if you haven't used the best possible printing technique to give your brochure a premium feel. Plus, the stock you choose to use matters greatly.

To get the best possible results for your print and advertise your brand in the way it deserves, use the LED UV printing technique. This is what will make your print consistently perfect and impress your customers. So, it's time to embrace the future of printing technology and make your print the finest in the market.



Current Market Trends Are Making LED UV Attractive

It's no secret the past few years have seen significant changes in the type of work and service that customers want. You don't want to wait forever for your print to come back to you. Promotional and event materials, even new season brochures, all have a deadline that needs to marry up with digital campaigns.

Historically, printers had to wait for a job to dry before printing the other side. This process takes time and if you haven't got it to spare, it isn't the news you want to hear.

There's been an increased demand for uncoated stocks, which can be a challenge for traditional drying techniques. It takes longer to dry and the finished print can look dull. However, LED UV works best on uncoated stock and reduces the printing time of traditional methods.



What Is LED UV/UV Curing?

Ultraviolet (UV) curing is the drying method used in the process and it plays a major role in perfecting your print.

Ultraviolet curing is a photochemical process where the high-intensity ultraviolet light instantly cures – or dries – inks, coatings and adhesives. This method offers numerous advantages over traditional drying methods, as UV curing increases production speed, reduces spoilage and is more environmentally friendly.

Is LED UV Eco-Friendly?

Even though it might not look like printing is an eco-friendly practice due to the sheer size of some of the printing presses, UV LED printers present a much kinder way to get printed materials.

LED UV printing uses up to 95% less power than traditional print-drying technology and the instant on/off functionality reduces standby consumption between jobs, reducing overall CO2 emissions.

UV curing uses light instead of heat. As the process is based on a photochemical reaction, it dries the ink in a matter of seconds. All in all, this process is a much better alternative to solvent-based products, which work through conventional solvent evaporation, making the coatings shrink by more than 50% and creating unwanted environmental pollutants.

Why LED UV Printing Is the Technique for You

Out of all the available printing methods, we believe LED UV printing is the future because of its many benefits, both for the environment and your print, to advertise your brand, products or services.

Faster turnaround times are something that many businesses prefer. We've all become more impatient and don't like to wait around. LED UV printing ensures the instant drying technique and doesn't let the ink sink into the paper.

This means colours are much sharper, brighter and more vivid to provide the best visual presentation of your business. They instantly grab the reader's attention when picking up your leaflet or brochure.

Ink set off, which is when ink transfers from one sheet to another, is eliminated using LED UV printing. No anti-set off powder spray is needed when printing LED UV, so no dust, so your print won't feature unnecessary blemishes or marks.

With LED UV printing specifically designed to produce a sharper and more defined finish, the uncoated paper will also give you more vivid colours that really make your content pop from the page.



Printer Tip:

Uncoated stock is the best type of paper to truly showcase the magic of LED UV printing. In general, uncoated paper has a soft finish and tactile quality, which feels nice in the reader's hands and because it's more absorbent than coated paper, the ink appears much flatter on this modern choice.

LED UV produces consistently stunning results, which help you achieve your desired aims, regardless of your project. Once printed, you'll feel the superior quality and see just how high end it looks. Print is a brilliant way to capture people's attention and turn them into customers in this digital age.

Next Steps

If you want to pursue the path to unique, professional printed solutions, speak to a printing expert today.

[Contact us now](#)



B&B Press

Aldwarke Road, Rotherham,
South Yorkshire, S62 6DY

Phone: 01709 710000