What do you need to consider when ordering pre-printed paper?

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Pre-printed paper procurement is one of the components to consider in your paper communications production budget. But did you know that it is possible to optimize this cost by taking a few details into account?

In our daily lives we strive to help our customers find the best value for their needs. However, sometimes to achieve greater efficiency, or to improve shipping conditions, there is a need to make last-minute changes. This may result in some constraints such as last-minute design changes, shipping delays and even compromise the ability to optimize production.

Whenever you place an order for pre-printed paper, be sure to indicate:

Characterize the pre-printed paper

○ **The format/size required**
A4 is the most common format. By choosing standard sizes you will benefit from lower costs, and you will its facilitate future use when printing.

○ **Paper - weight and colour**
The most common paper used for reprinting is 80 gsm white paper. However, by choosing lower weights such as 70 gsm you may benefit from lower production and mailing costs.

○ **Front side printing - number of colours**
On the front you can place logos, text, full-colour and combination printing, and information without variations.

○ **Back side printing - number of colours**
On the back you can place logos, text, full-colour and combination printing, and information without variations.

○ **If you wish to have a stub, you must specify its size and location**

These perforations allow you to easily detach slips, coupons or discs (e.g. car insurance disc)

○ **Barcode and/or QR Code Printing**

Printing the same barcode on each one of your A4 sheets allows you to control the traceability of your documents through simple gun-type barcode scanning. Similarly, a different QR Code may also contain predetermined information such as text, web pages or telephone numbers.

Quantities

○ **Quantities to purchase**

Setting-up the machines takes time because they need to be programmed and prepared. Therefore, the larger the quantities, the larger the cost saving.

○ **Quantity per box**

The quantity that you wish to have packed per box, will affect the size and the number of boxes required.

Delivery

○ **Whether it is to be a single delivery or partial deliveries**

If they are to be partial deliveries, and spread out over time, there is no reduction in the preparation costs, so we advise you to concentrate deliveries as much as possible.

○ **Point of delivery**

Delivery cost is affected by location, or multiple locations, where the items are to be delivered.

○ **Delivery date**

If delivery dates are too tight, this may result in overtime work on our part, or a less efficient work organisation, so an urgency rate is usually applied in these cases.

Whenever possible, please include a picture of the desired product with your order.

Avoid last minute adjustments that compromise time to market and initial cost estimates. Follow these steps and ensure your pre-printed paper is adequate to your communications and cost effective.

Want a free quote for the production of your pre-printed paper?

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