



## TYPE, WEIGHT & QUANTITY

### BROCHURE TYPES



The three most common brochure types are common because they make sense and represent a standard employed by the entire tourism industry. They are cost-effective to print, easy to hold and read and fit nicely into the display units that are used for brochure distribution. Ask your local franchise about information on these types and if you are thinking of doing something fancy and completely original, save yourself the headache!

### BROCHURE QUANTITIES



The cost effectiveness of brochures is relative to the quantity of brochures you print. The price of single brochures escalate relative to the drop in printing quantity. Printing between 1000 and 3000 is expensive. Printing 10 000 is cheap but only if they are all going to be used timeously and you don't change details too often. The optimum quantity is 5000 brochures at a time and these can be used to gauge response. They should last you six months.

### PAPER TYPES



Printers skimp on costs by supplying inferior paper. Unless you specify paper, they generally grab whatever good deals are going or use up existing stock. Alternatively, they may have a good supplier of second grade paper. Ask for high quality, triple coated papers. The following two brands are used regularly by Brochure Print: Magno and Euro. Both papers come in a matt and gloss format and these should always be the same price! Glossy is effective Matt is classic. If you are thinking of being original again with fancy textured paper, you will pay!

### PAPER WEIGHTS



There are two types of distributed brochure, those that flop around and are an embarrassment to our distribution facilities and those that stand up proud and straight and are always at attention. Think of sufficient weight as a firm handshake and rather print 5000 firm brochures that 15000 pieces of toilet paper - It is a direct reflection of your business! At Brochure Print we use 250 gram paper for Type 1 and Type 2 brochures and 200 gram paper for Type 3. Unless you are specific with your printer, they will skimp on paper weight.





## TECHNOLOGY, REPRODUCTION & PRINTERS

### PRINT METHODS



There are three essential types of printing. The first is called laser and is employed by most little copy shops – horribly expensive but good for tiny runs. The second is called digital and is excellent quality and fast because technology takes out some of the intervening processes – also expensive but fine for small runs (1000 to 2000) brochures. The third is called litho and is the traditional standard and in my opinion the highest standard of quality. Much cheaper but better suited to medium and large quantities (5000 and up). Ask your printers what method they use beforehand.

### REPRODUCTION



For those of you brave enough to try and do this all on your own, you will need to know the following: Place your artwork on a CD and get a printout from the printer. If you are happy with that printout, then the printer must use it as a guide. Check it carefully for mistakes! If you are using the litho method, they will then play your artwork onto positives (lithographic films) which are then again checked against your proof. Finally the positives are burned onto metal plates, ready for the printer. The long and short of it is that this process will more than likely add another 3 days onto your total printing time.

### CHOOSING A PRINTER



In Cape Town, like most major cities, there are so many printers that they seem to form their own little towns. A good percentage are what we call garage printers, guys that have come up with the bright idea of buying a machine and making some extra money. Avoid them. Another class are printers who give you ridiculously cheap prices. Avoid them. Find an established company and have a look at their offices. If they are a smooth, modern, friendly operation with good machines, your brochures are in better hands. The most important component of a Print Company however is not the machines but the machine minders. Established companies have highly qualified Print Technology Staff that are worth their weight in gold.

### PRINT COSTS



The bottom line with printing is that you pay for what you are happy with. If you have doubts about the quality of the end result, if the colours are washed out or they are cut skew or do not match your proof to within 90%, you have a right to reject them. Most better printers are affiliated with industry adjudicators who can be called in to judge conflicting positions. At the same time, it doesn't pay to be super-critical. Printing is enormously complex and there are inevitably small flaws but on the whole they don't devalue your brochures in the eyes of the public. Some clients will never be happy – don't be one of them!

