

Catalogs/Booklets



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Commercial Web Offset, Sheet Fed & Flexographic Printing Services

Custom printed catalogs/booklets are multi-page documents that allow customers to view and purchase your products and/or services. Catalogs/booklets are great for complimenting other forms of business media like a website, a brochure or a flyer.

The standard sizes available for custom printed catalogs/booklets are:
5-1/2" w x 8-1/2" h, 8-1/2" w x 11" h or 11" w x 17" h.

Benefits of custom catalogs/booklets...

A custom printed catalog/booklet has numerous benefits---below are a few:

- ▶ To act as a constant representative of your business.
- ▶ To accompany other forms of communication i.e. a website, flyer or brochure.
 - ▶ To have constant access to products or services.
 - ▶ To showcase your products or services in detail---like a sales kit.

Trade Tip: Research has shown that having a printed catalog/booklet of your products will generate 10%-20% more sales if combined with a website.

Consider a catalog/booklet a vital marketing tool which allows your customers to order your products or services whether it be through a simple folded or an elaborate higher page count design.

Catalog/booklet design...

Communication is the number one goal of any design. There are a number of things that can be included in your design that will grab a reader's attention. Ask yourself these questions.

- ▶ How many pages will it have? Are you going to have room to print the content and graphics you have decided upon?
 - ▶ Are you going to print in full color?
- ▶ Have you thought about the paper you are going to print on? Most printed items look best on plain glossy paper with aqueous coating?
- ▶ How often will your catalog/booklet be distributed? Do you want to create a template into which information can be plugged in each month?

▶ Will ordering information be included within your catalog? A separate brochure or flyer can be printed alongside your catalog or booklet to include this critical information... this additional printed piece can even be stitched inside as a catalog/booklet insert if desired.

Here are a few concepts to consider that can give your custom printed catalog/booklet design a more dramatic feel and sharper look.

- ▶ **Alignment** - Most people unknowingly prefer symmetry. They look for lines, shapes, circles and patterns. Knowing this---make sure the images, graphics and text are designed to direct the most attention possible.
- ▶ **Parallelism** – Parallelism or repetition is achieved when throughout the document you keep the same feel and tone by using the same colors, fonts, and types of graphics or images; this will give your custom printed catalog/booklet a professional appearance.

Choosing your catalog/booklet paper stock...

Don't forget to consider the performance characteristics needed when selecting a paper.

While cost and look are important...strength can also play a determining factor.

Here are a few characteristics to consider when choosing paper:

- ▶ **Surface strength** – This measures the ability of a paper's surface to resist ripping when ink is applied. When fibers flake off of the paper a coating blister forms and can produce holes in the ink coverage.
- ▶ **Tear strength** – This refers to the ability of a paper to resist tearing.
- ▶ **Bursting** – Bursting measures the ability of a paper to withstand rupturing.
- ▶ **Tensile strength** - The extent that a paper can be stretched without breaking.

Cover stock consideration...

Cover stock is a term used by paper manufacturers for a heavy paper that is suitable for catalogs and other folders. Cover stock can come in "coated" which has a smooth surface, or "uncoated" in its original rough surface. Ask your printer for paper samples to look over to choose the stock that best fits your catalog/booklet design...most printers have booklets provided to them by their paper suppliers as ordering template guides.

Catalog/booklet color FYI...

The printing ink and the RGB color on your monitor are not one and the same. Don't be fooled into thinking they are...make sure to use a tint guide for reference. Use a swatch book when defining colors...don't completely rely on your monitor. Monitor calibrations can kill your project if you are not careful.

Submitting file formats...

File formats depends on the printer and the type presses they use and the software programs they are most comfortable with. Be sure to ask your printer what dpi image range they recommend to give you the sharpest images on the paper stock you are using. Be sure to

adjust your pictures to get the optimum dpi quality that you desire. Always ask your printer for a production pre-flight list prior to designing your catalog/booklet and offering your files for print. Most printers prefer ready files that needs little prepping---remember, the less time it takes for the printer to handle/manipulate your files...the less production expense you incur.

Catalog/booklet binding...

There are six types of standard stitching available for catalog binding: perfect binding, saddle-stitched binding, side-stitched binding, case binding, plastic comb binding, and three-ring binding.

- ▶ **Perfect binding:** Gluing the outside edge of the signatures to create a flat edge.
- ▶ **Saddle-stitch binding:** Uses one or more staples on the fold of the signature.
- ▶ **Side-stitch binding:** Stapling the signatures together on the side rather than the fold.
 - ▶ **Case binding:** Signatures are sewn together and attached to the hard cover.
 - ▶ **Plastic comb binding:** Plastic teeth are fitting into a stack of pages.
 - ▶ **Three-ring binding:** Holes are punched into the pages and fitted into a binder.

It can be a bit confusing with these various bindery options. Most printing companies are aware of what type of binding works best...just ask for their suggestion.

SCP&G is ready to serve you with the expertise and equipment required to get your job done right!



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