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In the current economic situation of financial crisis, companies tend to save money and control their expenditure more. And one of the first things they may look to do is reduce their printing budget for brochures. Especially if they typically print thousands of items at a time (i.e. requiring litho printing). But, now with digital printing technology, companies can do short run brochure print jobs at low costs.

Benefits of using a short-run printer

1) Print only what you need

A study showed that companies throw out about 30% of their printed materials because they become outdated or they do not use it. This is partly due to the fact that companies used to print very large quantities of brochures to benefit from the best prices of litho printing. But, digital printers now offer short run brochure printing at very low costs. Using a short run brochure printer will allow you to choose exactly the quantity of materials you need and you will not be forced to print high quantities to have low printing costs anymore.

2) Respect your budget

Printing large quantities of brochures has affected companies' budget for years. With short run digital brochure printer, you reduce the cost of your printing process because you do not need to pay for the plates' creation. Even if digital printing used to be more expensive than off-set printing, the development of new printing technologies drives to a strong reduction of digital printing prices. Now, you can do short run brochure print jobs respecting your budget.

3) Enjoy fast turnarounds

Short-run digital printing guarantees a fast turnaround to print your materials. Indeed, the set-up requirements are very small and the digital print presses such as the HP Indigo 7500 can print hundreds of brochures per minute. In addition, because you print smaller volumes, the work is done quicker!

4) Target your audience

It is important to target your audience by separating your target population into different market segments according to their sector, region, company size etc! But sending one different brochure for every segment when using a litho printer can be very expensive and time consuming, because you will have to print small quantities of different designs, with each print run being a unique job. Short run printers allow you to do print your small quantities of different brochures easily and at low cost.

5) Be greener

Companies waste many tones of paper per year because they print large quantities of brochures thinking about a far future. But materials are very quickly outdated or circumstances in the company force you to update them. So, companies throw out their unused materials most of the time. Short-run digital brochure printers allow you to print only the quantity of brochures you need, even if it is small quantities you need for the immediate future, at low cost. Short-run print jobs help you by this way to reduce your carbon footprint and to go green.

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[Robwillmas](#) - About Author:

Smith Walker is a writer, who specializes in writing on a [short run brochure printing](#), Brochure Printing. If you are searching for commercial printing, a [booklet printer](#), please visit us at www.digitalprintplus.co.uk.

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