

IDEAS AND INSPIRATION
FOR PEOPLE WHO BUY PRINTING
VOLUME 1 ISSUE 3

PrintHints

PRINT TRICKS • RESOLUTION RESCUE



1 Source image converted from 72 dpi to 300 dpi, pixel dimensions preserved – too small for our needs.

2 The modified source image enlarged sufficiently to fill the page – and badly degraded.

3 Find edges filter result.

4 Noise added: 12%, uniform.

5 Filters applied to enlarged image.

Enlarging small images with creative filtering

It's a common enough dilemma: you would like to use a particular digital image, but its pixel dimensions are too small for it to reproduce well at the size you need. Of course, you know how badly degraded an image can become when enlarged too much, so most times in this situation you would simply rule the image out and find another, or devise a different approach to the problem.

Sometimes, however, it may not be possible to choose another image – you might be working with limited resources, or for one reason or another you are committed

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PRINT HINTS: CROSSOVERS

Crossover: art that prints on adjacent pages across the gutter

Smoother Crossovers

If your print job is designed with critical crossovers (where an image extends across the finished gutter), the consistency of the paper surface from one side to the other becomes important.

In the manufacturing process, paper is formed with a wire side (down) and felt side (up). A slight difference in texture between the sides can sometimes be seen, particularly in uncoated stock, which can affect the appearance of color. For a better match on crossovers, choose a grade of paper with consistent surface formulation on both sides of the sheet.

Eliminating Crossover Problems

Sometimes it is preferable to avoid crossovers entirely. For example: on the opening and closing spreads of a booklet where different stocks are used for the text and cover. Color will appear different on the different grades of paper no matter how much care is taken to compensate in prepress and on press.

Some binding methods are not compatible with crossovers. Perfect binding requires the spine to be trimmed or ground before it is glued, so that part of any crossover art will disappear in the gutter. Similarly, some binding techniques do not allow pages to open flat, and so art crossing the gutter is obscured.

PRINT TRICKS: RESOLUTION RESCUE

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to your concept, and the small image is perfect for it.

Depending on the nature of your project, some tricks with image editing filters can get you out of the jam by letting you enlarge the image as you like, while using artistic filters to mask the pixelation effects. With this strategy you will be treating the photo as an illustrative element, so go with the flow! Experiment with filters to find a unique effect that enhances the creative concept of your project. The following example is just one approach – you will be able to come up with plenty of your own. Keep notes so that you can remember what worked well and what steps you need to repeat the conversion.

Step 1

Make a copy of your image so you can start over if necessary. Enlarge the copy to the size and resolution you need. Make a copy of the background layer.

Step 2

Use the find edges filter on the topmost layer, set blending to darken.

Step 3

Select the lower layer and apply the noise filter, set to a fairly coarse setting.

Step 4

Review and adjust to your taste.

How it works

The find edges filter creates an outline around any area of relatively consistent color, with contrast heightened to create a monochromatic appearance. The new outlines give a hard edge to objects in the image, replacing the soft and pixelated edges of an over-enlarged image.

Setting the blending mode to darken allows the dark, sharp outlines to appear in the image without being too heavy or suppressing the color values in the underlying layer. Try other blending options and transparency settings to get an appearance you like for your image.

Adding coarse noise to the lower layer eliminates the pixelation and gives a boost to color contrast, brightening the overall appearance. The noise is easily visible in the image, and becomes part of the artistic effect.

POCKET SALES PRO



Show that you understand your prospect's needs

When asking your potential customers questions, take the time to go a step further to get a deeper understanding of their needs. For example, in response to an opening question a prospect might say “We want to improve the efficiency of our workflow and cut costs.” Instead of jumping into an explanation of how your product can help in those areas, take a moment to extend the conversation. Try an approach such as: “Those are important goals for most businesses. Could you give me an example of a specific situation that you want to improve?”

The more information you have, the better able you will be to position your service as the indispensable solution. Moreover, by listening thoughtfully you show that you are concerned with your prospects' needs, and earn their trust.

6 Key Ingredients of a Better Brochure

Is your company brochure earning its keep? Read on and learn how to prepare for peak performance from your brochure and other printed sales materials.

It doesn't matter whether your brochure is an extensive piece with top-of-the-line professional production values, or a simple do-it-yourself flyer: the same general rules apply for effective communication.

Following these basic guidelines and adapting them to your particular situation will help you create advertising that gets the results you need.

1 Pull readers in with a benefit laden headline.

If the first sight of your brochure does not engage the readers you need to reach, the rest of the brochure is wasted. Start with a compelling question, or a teaser that arouses curiosity. Make sure it communicates the essence of the benefits you are offering.

2 Explain the benefits of your product or service.

This ingredient seems obvious, but it is frequently overlooked or misunderstood. A reader is not interested in the history of your company or even in the characteristics of your products at first. You will win your prospects' attention by making abundantly clear how your offer will help them.

A good approach is to write about the comfort, economy, pride (or whatever it may be) that the purchaser will enjoy after the sale and as the product is used. Write from your customer's

point of view, as though their problem has been solved already.

3 Position yourself against the competition.

In addition to detailing the benefits you offer your customers, show what is different about the way you do it. Find the key differences and describe the particular problems that can best be solved by your service. This positions you as the obvious choice of the prospects you are best able to help.

4 Make information clear, even at a glance.

People generally scan quickly at first, and return to read more thoroughly only if they find content that appeals specifically to their interests.

You can prepare for this by breaking your brochure down into sections and giving each an active, user oriented headline; summarize key points with call out text and make these easy to see and understand. Emphasize only the most important points – bear in mind that emphasis on too many points amounts to no emphasis at all.

5 Help your prospects picture themselves enjoying your product.

Give priority to picturing the benefit offered by your product – show the product in use, or the user's pleasure when their problem is solved.

Pictures that include smiling people are engaging and set a positive tone that encourages the attention and involvement of the reader.

This is an area where professional expertise in photography or illustration will have a direct effect on results, but even if your resources won't stretch that far you can gain ground by making sure that any images you include call attention to the benefits you offer.

6 Motivate and help potential buyers to take the action you require.

A likely purchaser has noticed that your service answers their particular need, and has read far enough to see that your claims are supported by the evidence you have given them. The inclination to buy has been stimulated, but this is not enough – an effective brochure will also motivate your prospect to take the steps necessary to become your customer. This requires two ingredients: an incentive and a clear, easy call to action.

The incentive will depend on the nature of your business – it may involve a deadline, such as a limited time offer. It may be a statement of the cost of not taking the action – for example, continued inconvenience or expense that can be saved with your product.

Choose the action you would like your customer to take and make it completely clear and easy. Resist the temptation to include every means of contacting your company.

Great color imaging, reliable, friendly service, and care with the details: they are all bound together by our passion for helping you communicate in print.

Pentzer Printing, Inc.





**INSIDE: TIPS, TECHNIQUES AND FRIENDLY ADVICE
TO HELP YOU GET GREAT RESULTS WITH PRINTING.**



Our team is here for your team.

The expertise of our staff, our state-of-the-art equipment, and the systems we have in place are all dedicated to one goal - to deliver printing to you that helps you achieve your business objectives. Cheryl and Tina will greet you, answer your questions and process your order. When you print with us, you can rest assured that we're all behind you one hundred percent.

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