

Myth Specialist printing is an expensive luxury

Fact Although most promoters appreciate that no one can be good at all the specialisms, it doesn't pay to penny-pinch. "Buyers think they can get expertise on the cheap by awarding the job to the lowest tender. Real specialists have huge experience and know how to avoid problems," says Denny Bros' Paul Evans.

According to Kalamazoo Security Print's product and development manager, Maureen Bott, advice from security printers is often overlooked by businesses because of cost issues. But she claims that using specialist printing techniques to avoid criminal misuse of vouchers, which have real monetary value, and admission tickets will pay dividends in the long run.

Myth Specialist printers do not always deliver a personal service

Fact When you go to a specialist print business, you are getting quality solutions tailored to your exact requirements. At design and print company Snap, clients have a dedicated sales professional who will take them through from the initial enquiry and work with them to the project's completion.

"From the briefest of outlines we can develop a design that a company can be proud of. Customers are also ensured of reliability - when we agree to despatch on a certain day, we mean it, otherwise we print for free," says Snap managing director Sharon Collier.

Myth Why bother with specialist skills if generalist printers are just as good?

Fact Specialists can create new ink technology so that your promotion stands out. "Because recipients will interact with print that has a smart ink on it, the results from these innovations tends to be much higher," says ThermoChromic and liquid crystal specialist B&H Colour

SPECIALIST PRINT

Many clients believe specialist print is a waste of money. Clive Couldwell lays this and many other misconceptions to rest

CHILLOMETER

Do you need to cool down?

Locate your hand in the Chillometer for instant relief of soreness and see what color the hand turns to

PLACE YOUR HAND HERE

Guinness

The usual immediate discomfort

7-10 min. Relief

You're ready to head off discomfort

10-15 min. Relief

15-20 min. Relief

20-30 min. Relief

30-40 min. Relief

40-50 min. Relief

50-60 min. Relief

60-70 min. Relief

70-80 min. Relief

80-90 min. Relief

90-100 min. Relief

Change's marketing manager, Gilly Beaumont.

A direct mail piece bearing a panel of colour-changing ink which the recipient has to take to a store to discover what they've won, usually gets a far higher number of people into that store than a piece of conventional print.

B&H Colour Change uses hydro-chromic ink (which changes in

response to water) for its Wet 'n' Reveal range. Such inks can reveal a message or 'win' when immersed in liquid or food. Its technology has been used in many successful promotions including Douwe Egberts' 'Cafinesse Chill & Win' and Häagen-Dazs' 'Stick it in to Win' pan-European campaign. The technology is reversible and the message disappears again once the ink is dry.

"We have used thermoChromic (temperature sensitive) inks in our ticketing solutions with great success. It enables stewards at events to verify the authenticity of tickets, just by using the warmth of their hands," says Kalamazoo Security Print's Bott.

It appears many buyers show their lack of experience by being taken in by screen printers pricing thermoChromic overprinting at the same level as traditional print. This has worked out fine for some buyers who have received the right product in the right time and at the right price. But this is not usually the case, says Denny Bros' Evans: "We are often contacted after a printer has been awarded a job and problems have arisen. In most cases this is due to a lack of understanding or knowledge on the buyer's part and panic sets in when costs start to escalate."

Many agencies have policies in place that require at least two quotes, but in the majority of cases three or four are requested. Specialist companies inevitably find themselves competing against

printers on their approved supplier list with no experience in the required printing techniques. "The cheapest or the approved supplier and not necessarily the specialist printer with the technical experience is chosen, and costly mistakes are made," says Evans.

For example, thermoChromic ink must be laid down far more thickly than a standard silk screen ink. If you're not aware of this, you could vastly miscalculate the amount of ink for the job. "Just a small error in the calculation could mean hundreds of pounds ▶



ThermoChromic print: B&H Colour Change offers heat-controlled printing option