



## The How-Tos of Online Ordering

### Standard Orders

To save time and money, have your print consultant set up an online catalog of standard orders for your business. Place orders for business cards, letterhead, envelopes, forms or brochures that need to be printed on a regular basis. Your printer can develop templates for your company's materials with specifications as to where the company logo should appear and what color and type style should be used. Designated order fields for information that can change, such as name, title, phone number, etc., can be established, as well as standard quantities, prices and billing and shipping options for recurring orders. With a catalog of standard orders online, the ordering process is streamlined and simplified for anyone in your company authorized to order printing.

### New Quotes

Online ordering helps ensure all the information needed for a *new* quote is obtained. From ink color and paper to finished document size and project deadline – many printers have online software programs that outline all the necessary print job specifications. Submit your new order information online, at your convenience, and your printer can contact you with a cost estimate.

### Tracking Users

Do you have field representatives or regional offices that need to order print communications? Let them order their own printed items when they need them. With online ordering, field representatives or other team members can place their print orders in a “shopping cart” for the designated purchasing manager to approve at his or her convenience. Field representatives also can specify different shipping destinations for each order.

### Instant File Uploads

Many online printing order programs allow you to upload your file right to the printer's server. Don't waste time burning a CD or setting up a Zip disk and then waiting for someone to pick up the file. And don't worry about bogging down your e-mail system with large graphic files. At the click of a mouse, you can place your order from anywhere in the world and immediately upload the file to your printer's server. You will benefit from faster turn-around time as well as from the ability to take advantage of “on-demand” printing because your artwork and other files are digitally stored.

### Online Proofing

What happens if you're out of town when your proof is ready? You can be anywhere, any time and still keep your printing projects on schedule with online proofing. Your printer can e-mail you when your job is ready and you can view the proof from your computer – wherever you are.

Online print ordering reflects the increasing demand for more sophisticated printing capabilities and high-quality printing solutions. You now can place an order, reorder, proof your order and request quotes on print jobs right over the Internet. No matter where you are or what time it is, online ordering can help keep your print projects on schedule. Less hassle, lower costs and faster turn-around times will help your company stay competitive. Ask your print consultant about the online ordering capabilities available to your business or organization.