

NEWS THAT CAN ONLY BE DESCRIBED AS - **BIG** PRINTING CONNECTION'S LARGE FORMAT OVERHAUL



“It feels a little like Christmas” Joe, one of Printing Connection, Inc.’s bindery people said as we unwrapped and printed out the first kiss cut lettering off of the sleek new machine. For some time Printing Connection, Inc. has been doing large format printing. (Large format printing is the production of signage, banners, vinyl, canvas, and yard signs.) But something is new. Before the process was limited and often left some customers and even the PCI crew a little disappointed. The difference in quality from a digital file to the rendering of a final product often became muddled and a little bit grainy when viewed up close.

But times change. Printing Connection, Inc. has researched and worked hard to get an extremely efficient machine to provide sharp crisp print at a fast speed. In addition to this change rather than printing directly onto the coroplastic or other materials, we have changed the process to add a layer of long lasting high quality vinyl to improve retention of the image. Before if we printed a burger you could see a burger, now you can taste it! (*Author may be exaggerating.*)

With the new machine PCI has improved its product, simple as that. The large format products can be printed faster and cleaner, most definitely making us the go to solution for all printed products. To hit off this updated feature we are offering 20% vinyl lettering and posters this month. We hope you come in and check out the new machine, and think of us when you have any large print needs.

WEBSITE DESIGN THAT IS FINE!

Businesses’ best way to say Hello World!

How often have you looked for a local business using a search engine and clicked through to their website? Most everyone has. The real question is how many times have you found a local business without a website and still done business with them? Probably not very often.

Having a basic and good looking website is one of the cheapest ways for a business to have lead generation. Think of it as a catalog to give potential customers an understanding of the services you offer as well as a hub of credibility. Even when the business is closed a website still works to give your potential customer a point of contact and information.

Since we added an online contact form to our website, countless people have emailed asking basic order questions, more comfortable to interact via email rather than phone or in person. Without the website and form, these customers would have went back to the search engine and clicked the next link down.

Websites also give a hub of credibility. Customers can browse your products and services done in the past and then also look to reviews given, and any social media pages you may have. This will increase their comfort doing business with you and build a connection.

If you are looking for a basic quality website to be created that matches your branding, is search engine optimized, and is mobile friendly, Printing Connection, Inc. can build you a great website.

DEC 1 - DEC 31 SPECIALS

ALL POSTERS
20% OFF

DOORHANGERS
20% OFF

VINYL LETTERS
20% OFF

LETTERHEAD
20% OFF