











DESIGN&PRINT™
GRAPHIC DESIGN STUDIO
& PRINT CONSULTANCY

A GUIDE TO PRINT CONSULTANCY · BY DESIGN & PRINT

BETTER PRINT
WITHOUT THE GUESSWORK

Not just a printer. Phil is your print consultant: he explains the options, recommends a specification, sources the right supplier and manages production.

Call 0161 4424439 • Email hello@designandprint.studio
Visit Dale House, Tiviot Dale, Stockport SK1 1TA

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HOW TO USE THIS GUIDE

Read it from start to finish, or dip into the sections that matter most to you. Where a page on our website goes into more detail you will find a QR code and the web address. Point your phone camera at the code to open it. A complete index at the back lists every topic with its page numbers.



WELCOME

PRINT THAT LOOKS RIGHT AND ARRIVES ON TIME

Paper, print methods and finishes all affect how your project looks, feels and costs. This guide explains how Design & Print help you make the right print decisions without needing to become a print expert.

Most people only buy print occasionally. You need business cards, a banner for an event, a set of labels or a run of branded clothing, and suddenly you are comparing quotes that do not quite match, choosing between paper weights you have never heard of and wondering whether the artwork you have is good enough. It is easy to spend hours on something that should be simple, and easy to get it wrong.

A print consultant takes that burden away. Instead of leaving you to work out every technical specification yourself, Phil asks what the job is for, who will see it and what you want to spend, then recommends the size, material, finish and method that suit. He sources the right specialist supplier, checks your artwork before anything is printed and manages production through to delivery.

You will find real examples of work from the Stockport studio throughout this book, plain-English explanations of the options, and QR codes that link to the matching page on our website.



YOU DEAL WITH PHIL. EVERY TIME.

One phone number and one person who already knows your job, from the first brief to the finished delivery. You are never passed between departments or asked to explain your project twice.

HONEST AND CAREFUL

Phil will tell you plainly what will work and what will not, and tell you early if timings are tight. If a job is not right, it is reprinted with no questions asked.

Want to talk through your print project?
For a quote ring **0161 442 4439** or visit
designandprint.studio/print

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01

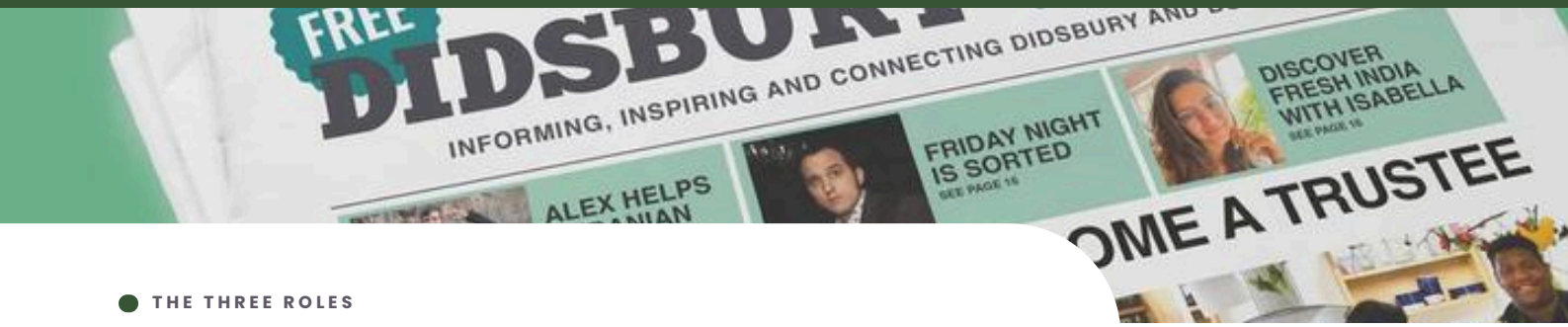
SECTION ONE

WHAT A PRINT CONSULTANT DOES

Three roles in one person, and why that matters when you are buying print.

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WHY USE A PRINT CONSULTANT	7–8
DOES THIS SOUND FAMILIAR?	9–10





THE THREE ROLES

SUPPLIER, CONSULTANT AND MANAGER

A good print job needs three different skills. Design & Print bring all of them together so you only need one contact.

Many businesses never see these three roles separately, because an online printer or a high street shop usually offers only one of them: taking your file and printing it. The skills that make the difference are the ones that happen before and after the press runs.

PRINT SUPPLIER

The right product, sourced from the right specialist supplier and quoted clearly. Phil knows the suppliers and what each one does best, so a job is sent to the company best placed to produce it.

PRINT CONSULTANT

Paper, print methods and finishes explained in plain English, with a specification recommended for your budget and your audience. The cheapest-looking option is not always the best value once materials, finishes and quantities are considered.

PRINT MANAGER

Artwork checked, production managed and you kept informed through to final delivery. If something goes wrong, troubleshooting is part of the job, not something you are left to sort out.

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WHY A CONSULTANT

LESS ADMIN, MORE CONFIDENCE

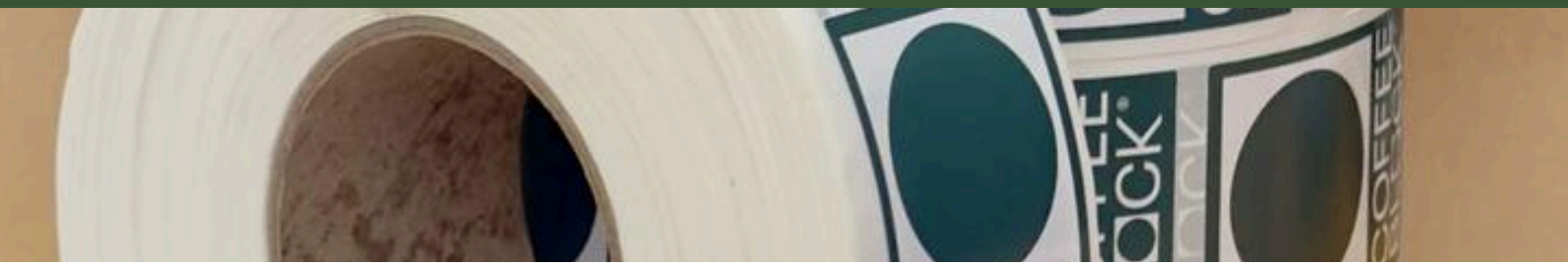
There are five practical reasons that businesses use a print consultant rather than ordering directly from an online printer or from several different companies.

SAVE TIME

Design & Print manage quotations, artwork, suppliers and production, so you are not collecting and comparing prices from several places or chasing deliveries.

CONTROL COSTS

Materials and production methods are chosen to suit your budget. A sensible specification stops you paying for a finish that does not help, and stops you buying something too cheap that will not last.



WHY USE A PRINT CONSULTANT · CONTINUED

REDUCE RISK

Artwork and specifications are checked before printing, which is where most expensive mistakes are caught: missing bleed, wrong colour mode, low-resolution images and text too close to the edge.

IMPROVE QUALITY

The right stock and finish support the result you want, so your print feels like your business rather than just looking acceptable on screen.

STAY CONSISTENT

Your design carries through from screen to print. Colours match, your logo is never redrawn and new work builds on what you already have.

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COMMON PROBLEMS

PRINT IS TAKING UP TOO MUCH OF YOUR TIME

Most clients come to Design & Print after one of these problems. If you recognise any of them, a print consultant will help.

Each of these problems has the same root: print is full of technical choices, and the person buying it is usually an expert in something else. Rather than asking you to learn the jargon, Phil translates it into decisions you can make with confidence.

YOU ARE NOT SURE WHICH PAPER OR FINISH TO CHOOSE

Phil explains what each option looks and feels like, and recommends one for your project, with a sample where it helps.

QUOTES FROM DIFFERENT PRINTERS ARE HARD TO COMPARE

Different suppliers quote different stock, finishes and quantities. Phil compares like with like and gives you one clear quote.



DOES THIS SOUND FAMILIAR? · CONTINUED

YOU HAVE A TIGHT DEADLINE

Tell Phil early. Some products and finishes are faster than others, and an alternative material or method can sometimes save days. Feasibility is always confirmed before a deadline is promised.

ARTWORK KEEPS COMING BACK FROM THE PRINTER

Files are checked for bleed, colour and resolution before they are sent, so problems are fixed at your end of the process, not after a rejection.

Ready to talk about your project?
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02

SECTION TWO

HOW A PROJECT WORKS

The five steps from brief to delivery, choosing the right finish and the checks made at every stage.

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THE FIVE STEPS

FIVE STEPS, ONE CONTACT

Every print project follows the same five steps. What changes is the amount of detail at each one.

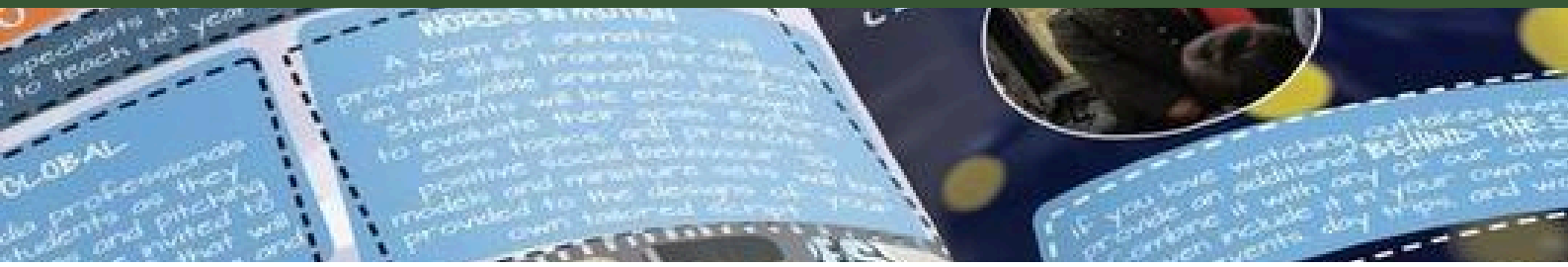
The process is designed so that you make decisions at the points where your knowledge matters, such as the message, the quantity and the budget, and Phil handles the technical work in between.

1 BRIEF

You tell Phil what you need and what you want to spend. A rough idea is fine. Examples of print you like are useful, and so is the date you need it by.

2 ADVISE

Stock, finish and method are explained, with a recommendation. You hear what the options are and why one has been suggested.



FROM BRIEF TO DELIVERY · CONTINUED

3 SOURCE

The right supplier is chosen for the job and you receive a clear quote, with materials, finishes and timings agreed up front.

4 CHECK

Artwork and proofs are checked before printing. You approve a proof before anything goes to press.

5 DELIVER

Production is managed and delivered, with you kept informed. Where possible, deliveries are checked on arrival and made when you need them.

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PAPER FINISHES

CHOOSE THE FINISH, SEE THE DIFFERENCE

The finish you choose changes how a job looks, feels and works. Here is a plain guide to the four most common.

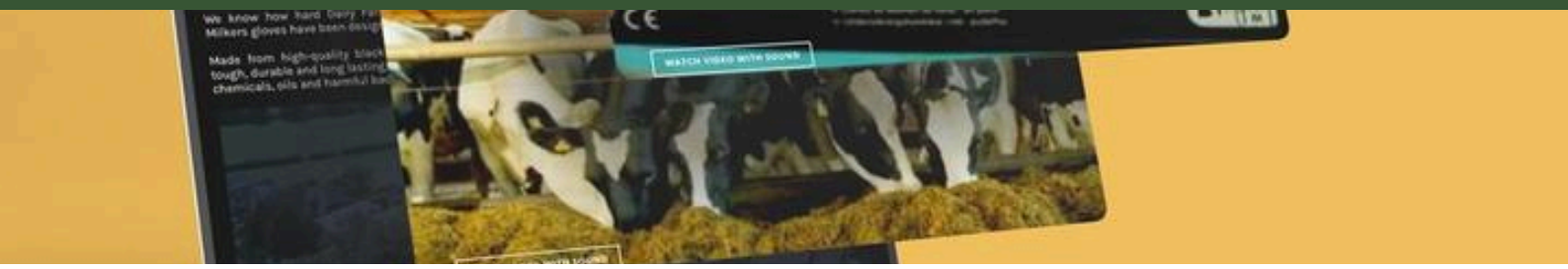
Choosing the right finish depends on your budget, your audience and the impression you want to create. As a rule, glossy finishes lift photography and colour, and uncoated stock suits anything that will be written on.

GLOSS

Vivid colour and deep blacks with a shiny surface. It makes photography and colour pop and suits flyers, but avoid it where people need to write on the print, because ink smears and pens skip.

SILK

A softer, all-round sheen. It is a good choice for brochures and leaflets with a mix of images and text.



CHOOSING THE FINISH · CONTINUED

MATT

Calm and glare-free, ideal for text-heavy brochures where readability matters most.

UNCOATED

Absorbs ink and feels natural. Best for letterheads, forms and anything that will be written on or stamped with a self-inking stamp.

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QUALITY CHECKS

FROM QUOTE TO DELIVERY, CHECKED EVERY TIME

Print mistakes are expensive because they are only discovered once the job has been produced. The checks below are designed to find them earlier.

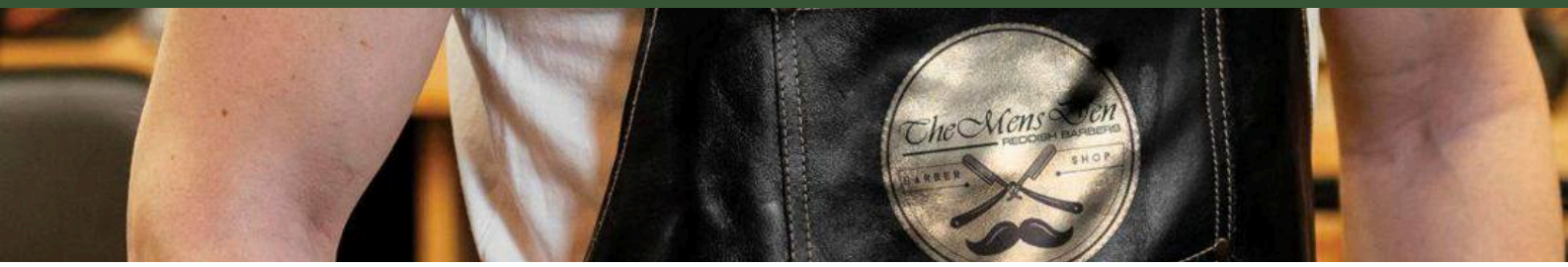
Specialist suppliers are chosen according to the requirements of each project rather than assuming one production method or supplier suits every job. Managing supplier selection and the print specification is part of the consultancy approach, and it allows Phil to focus on a consistently high-quality result.

1 QUOTE

A clear price, with materials, finishes and timings agreed before anything starts.

2 ARTWORK CHECK

Files are checked for bleed, colour and resolution, and anything that would cause a problem is fixed or flagged.



CHECKED AT EVERY STAGE · CONTINUED

3 PROOF

You approve a proof before anything is printed, so what you sign off is what you receive.

4 PRINT AND FINISH

Specialist suppliers are chosen for the job and quality is checked.

5 DELIVER

Delivery is checked on arrival and made when you need it. Where possible, Phil delivers the same day.

Ready to talk about your project?
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03

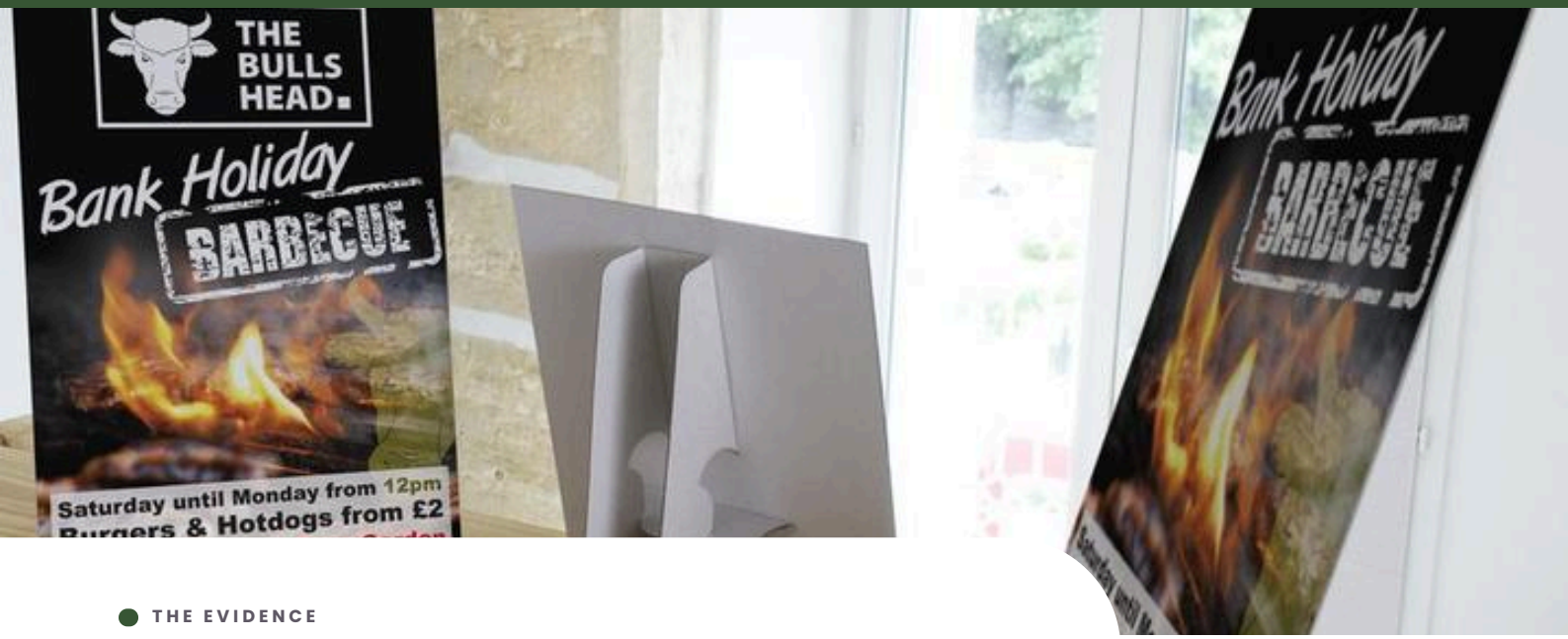
SECTION THREE

THE VALUE TO YOU

What one consultant saves you, help guides for your own artwork, and what customers say.

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THE EVIDENCE

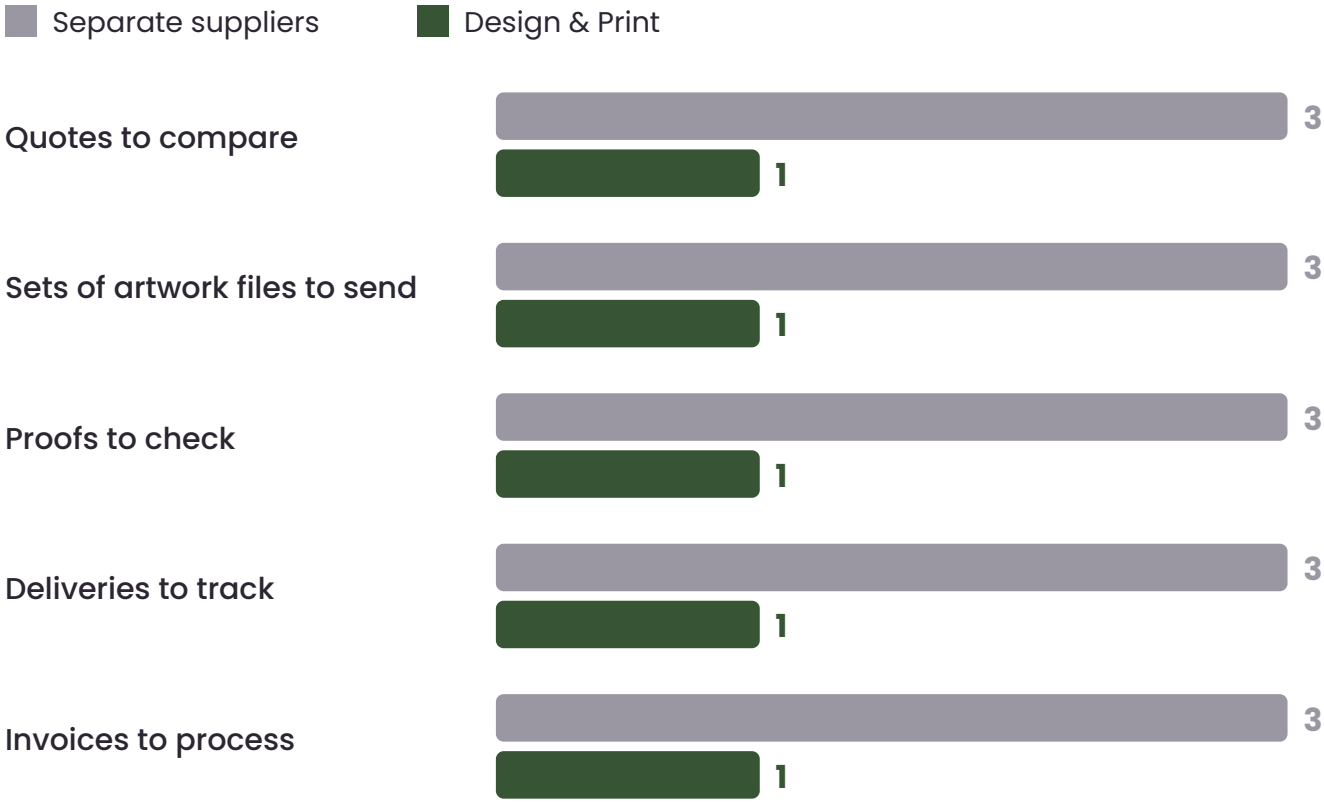
ONE CONSULTANT IS **SIMPLER**

Print rarely stops at one item. A business launching or refreshing often needs cards, signs, clothing and packaging, and each can come from a different specialist. These charts show what that means for you.



THE EVIDENCE FOR USING ONE CONSULTANT · CONTINUED

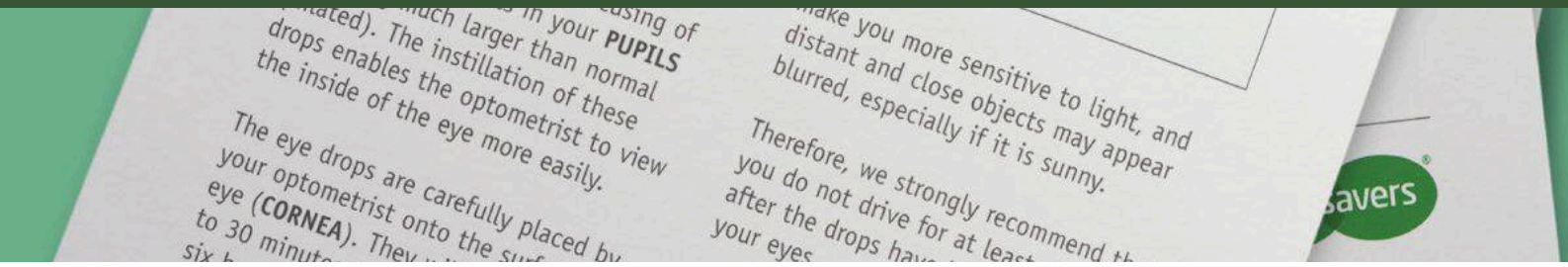
Your workload on a job needing three print items



Counts are based on a job needing three different printed items, each ordered separately. They show how the number of contacts grows, not prices.

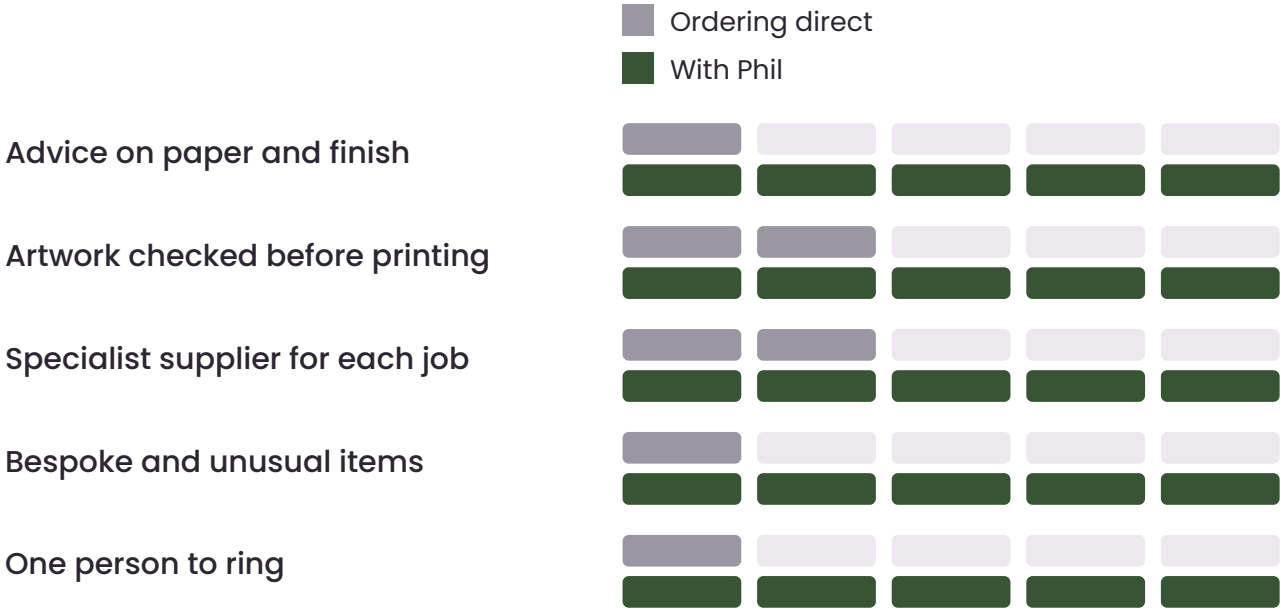
Where a consultant makes the difference

Ordering from an online printer works well when you know exactly what you need. A consultant adds value when you do not, when the job is unusual, or when mistakes would be costly.



THE EVIDENCE FOR USING ONE CONSULTANT · CONTINUED

Ordering direct compared with using a print consultant (our assessment



Scores are Design & Print's own assessment on a scale of 1 to 5, to illustrate the typical difference. They are not measured survey data.

WHERE THE SAVING COMES FROM

Printed products are rarely cheaper because of one cheaper quote. The savings come from the things that go wrong less often: reprints caused by file errors, specifications that were too expensive or too cheap for the job, and the time you would otherwise spend managing it. If an item is wrong because of an error on our side, it is reprinted with no questions asked.

Want one person to look after your print?
For a quote ring **0161 442 4439** or visit
designandprint.studio/print



HELP GUIDES

FREE GUIDES TO SET UP YOUR OWN ARTWORK

If you prefer to prepare your own files, our guides explain how to get them right the first time.

Each guide is free to read online or download. If you would rather not deal with the technical detail at all, send your files to Phil and they will be checked before anything is printed.

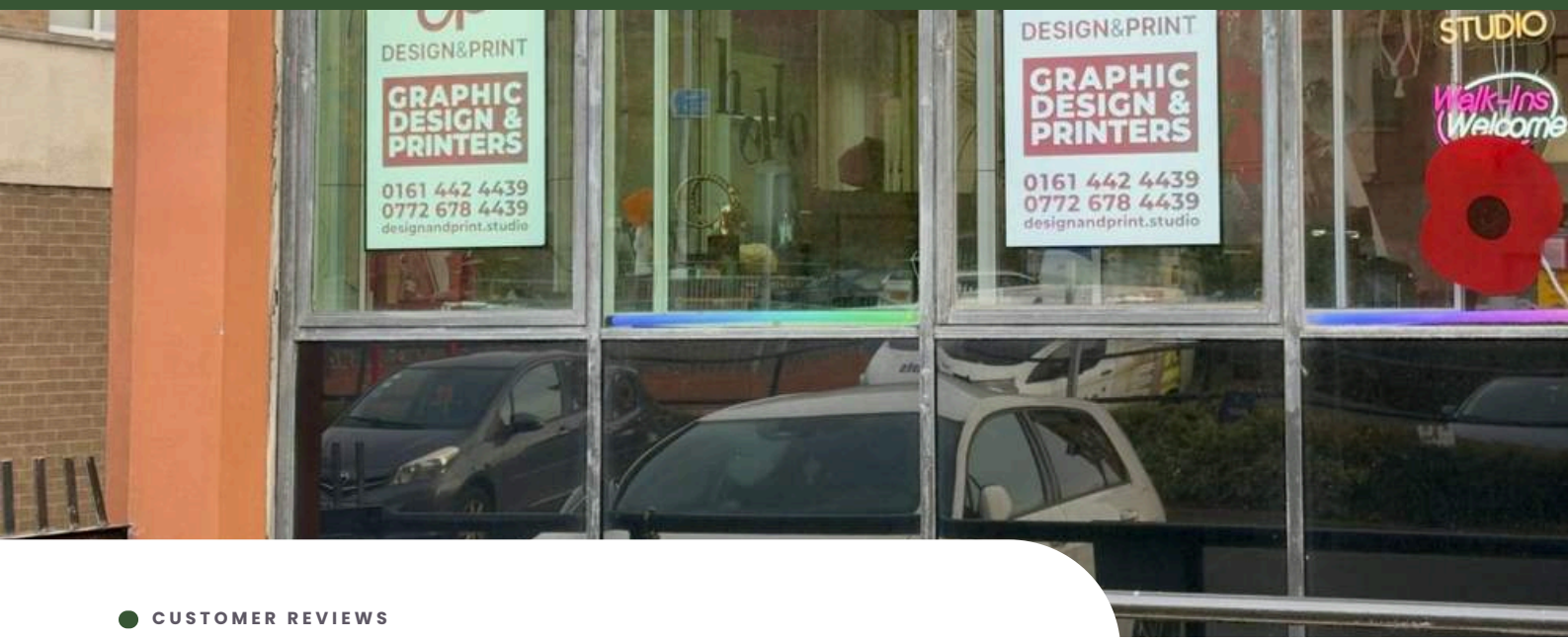
CMYK V RGB	Why print colours look different from your screen.
BLEED AND SAFE AREA	3mm bleed and a 5mm safe area for print.
PRINT-READY ARTWORK GUIDE	Set up artwork that goes straight to press first time.



HELP AND GUIDES · CONTINUED

PAPER AND STOCK FINISHES GUIDE	How to choose the right finish for your budget, audience and impression.
PRINTING TIPS FOR GRAPHIC DESIGNERS	Seven file-prep tips that save time and reprint costs.
GO BIG WITH PRINT	Large format made simple: sizes, materials and artwork set-up.

Browse all of our help guides.
For a quote ring **0161 442 4439** or visit
designandprint.studio/help



CUSTOMER REVIEWS

WHAT CUSTOMERS SAY ABOUT PHIL

These are comments from Design & Print customers, taken from Google reviews and messages, in their own words.

"Huge thank you for the incredible work on our business cards and vinyl signage! They look absolutely stunning, professional, sleek, and exactly what we were looking for."

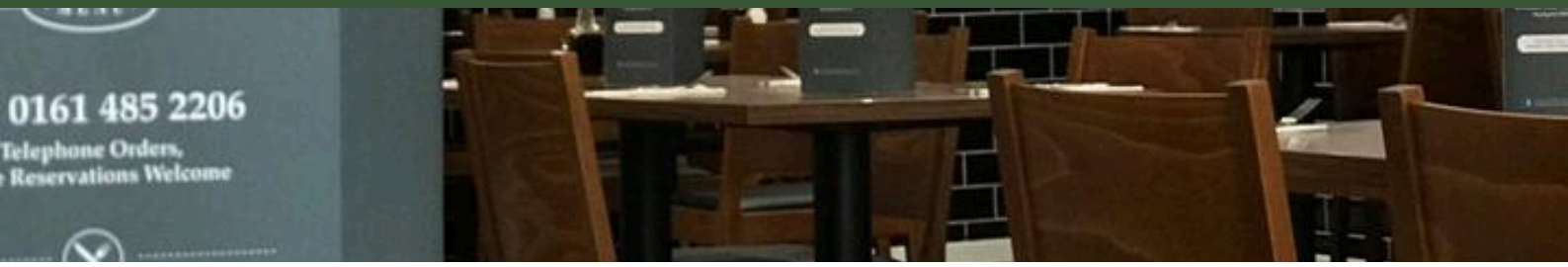
BUKKY, MCR PROPERTIES

"Phil genuinely cares about matching people to the correct products and guides them through each step. Fantastic service, very thorough and professional."

MEGAN

"Phil is incredibly knowledgeable, patient, and transparent about every step, from layout and materials through to costs and timelines."

JACK BRIDGE, SONOVO GROUP LTD



WHAT CUSTOMERS SAY · CONTINUED

"I wanted to give the team something they would genuinely be proud to use, and Phil absolutely delivered. The quality is fantastic, they look incredibly professional, and the attention to detail was spot on."

LOUISE ECCLES, BNI EXECUTIVE DIRECTOR

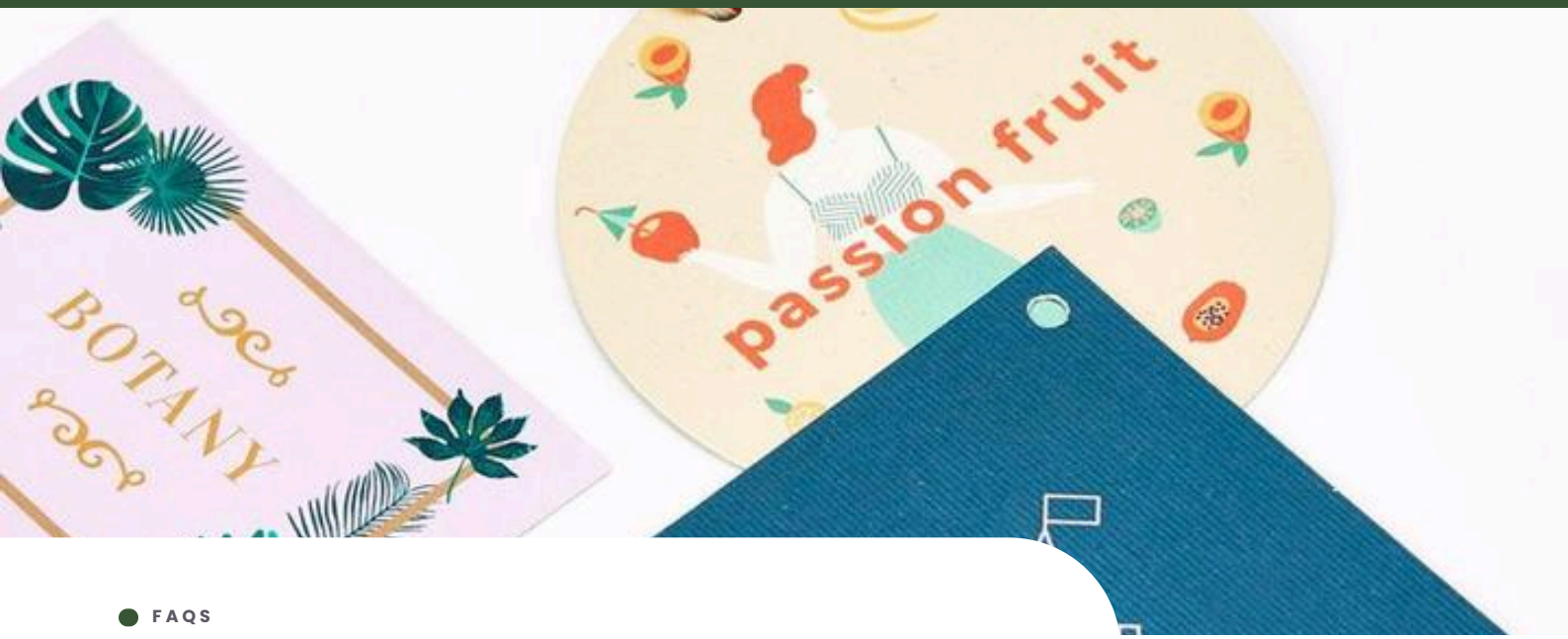
"Absolutely amazing service. Honestly so impressed. Super fast delivery and when DPD mucked up my second delivery he actually hand delivered them the same day as he knew I needed them."

MEL, MEL'S COMPANION SERVICE

"I have used Phil for many different types of print. His prices are competative and his service exceptional."

ANDY, ADMIRAL TRAVEL

Read more about Phil and his customers.
For a quote ring **0161 442 4439** or visit
designandprint.studio/about-phil



FAQS

QUICK ANSWERS TO COMMON QUESTIONS

WHAT IS A PRINT CONSULTANT?

A print consultant helps you determine the best way to produce your printed material rather than expecting you to understand every technical print specification yourself. We can advise on size, materials, paper stock, quantities, finishes and production techniques, then manage production using appropriate specialist suppliers.

WHY USE A PRINT CONSULTANT INSTEAD OF AN ONLINE PRINTER?

Print involves many variables, and the cheapest-looking option is not always the most suitable or cost-effective once materials, finishes, quantities and production requirements are considered. A consultant helps you avoid inappropriate specifications and costly production mistakes.



QUESTIONS AND ANSWERS · CONTINUED

WHAT PRINTED PRODUCTS CAN YOU PRODUCE?

Business cards, postcards, flyers, brochures, posters, marketing material, display boards, exhibition graphics, packaging, promotional materials, branded merchandise and custom printed pieces. If you have something unusual in mind, speak to us: bespoke projects are a core part of the service.

HOW LONG DOES A DESIGN AND PRINT PROJECT TAKE?

Timescales depend on the complexity of the design, the quantity, the production method, finishing requirements and whether specialist manufacturing is involved. If you have a fixed deadline, tell us at the start so we can recommend realistic options.

CAN YOU HELP WITH URGENT JOBS?

Contact us as early as possible with your deadline and requirements. Some products and specifications can be produced more quickly than others, so an alternative material, finish or method may provide a faster solution. We always confirm feasibility before committing to a deadline.

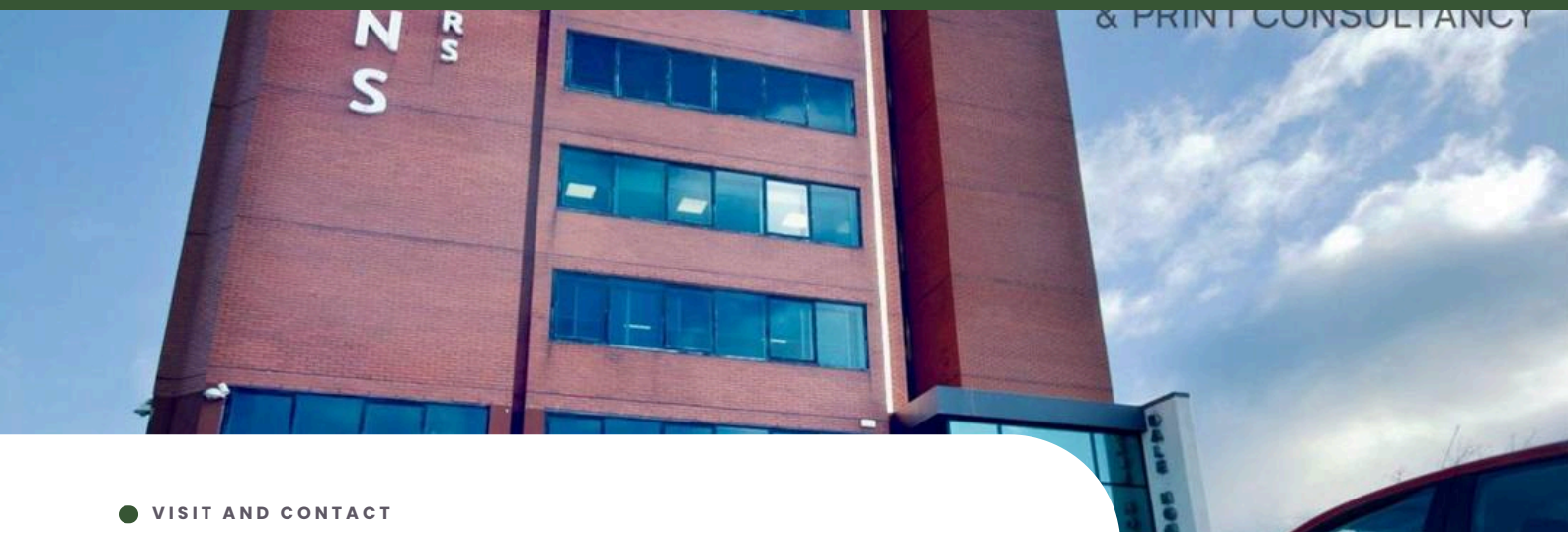
HOW DO YOU KEEP QUALITY HIGH WITH DIFFERENT SUPPLIERS?

We use specialist suppliers according to the requirements of each project rather than assuming one supplier suits every job. Managing supplier selection and the print specification is part of our consultancy approach.

More questions? See our online FAQ.
For a quote ring **0161 442 4439** or visit
designandprint.studio/faq

TERMS EXPLAINED IN PLAIN ENGLISH

Bleed	Extra image or colour beyond the trim edge, usually 3mm, so there is no white edge after cutting.
CMYK	The four inks used in printing: cyan, magenta, yellow and black.
Die-cut	Cutting paper or card into a special shape.
Gloss, silk, matt	Paper surface finishes, from shiny to smooth to flat.
Large format	Big printed items such as banners, posters and boards.
Proof	A preview of your job to approve before it is printed.
Resolution	How much detail an image holds. 300 pixels per inch is the usual target for print.
RGB	The red, green and blue light used by screens. Print colours can look different from RGB.
Safe area	The area inside the trim, usually 5mm, where text and logos stay safe from being cut.
Specification	The full description of a print job: size, material, finish and quantity.
Spot UV	A shiny varnish applied to selected parts of a printed piece.
Uncoated	Paper with no coating, which feels natural and can be written on.



VISIT AND CONTACT

COME AND SAY HELLO

Design & Print is based at Dale House in the centre of Stockport, close to the train station, and Phil is always happy to talk about your project in person.

FIND US

Suite 13, Ground Floor, Dale House, Tiviot Dale, Stockport SK1 1TA

CONTACT

Landline 0161 442 4439
Mobile and WhatsApp 0772 678 4439
hello@designandprint.studio

OPENING HOURS

Monday 6am to 3pm
Tuesday and Wednesday 8.30am to 5pm
Thursday 11am to 3pm
Friday 8.30am to 5pm
Second Saturday of the month 10am to 4pm
Sunday by appointment only

Thursday mornings, 6.30am to 10am, are with BNI Royal. Walk-ins are welcome, but an appointment is recommended as Phil may be on a site visit or in a meeting.

Book a visit or ask for a quote.
For a quote ring **0161 442 4439** or visit
designandprint.studio/contact

SCAN TO SEE MORE ONLINE

Point your phone camera at any code to open that page. The web address is printed under each one so you can also type it in.

Print consultancy
designandprint.studio/print

Printed products
designandprint.studio/products

Our work
designandprint.studio/work

Help guides
designandprint.studio/help

CMYK v RGB
designandprint.studio/cmyk-vs-rgb

Bleed and safe area
designandprint.studio/bleed-and-safe-area

Print-ready artwork
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Upload artwork
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FAQs
designandprint.studio/faq

About Phil
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Contact and quote
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READY WHEN YOU ARE

TALK TO PHIL ABOUT YOUR PRINT

For a quote ring 0161 442 4439, send a message on WhatsApp on 0772 678 4439, or visit the studio at Dale House in Stockport town centre.

SCAN FOR MORE ONLINE

hello@designandprint.studio
Suite 13, Ground Floor, Dale House
Tiviot Dale, Stockport SK1 1TA





