

Your Ultimate Guide to Printing Services



TABLE OF CONTENTS

Printing 101: Bestype's Guide to Different
Printing Methods **01**

Printing Services - How Full Service Printing
Can Be a Game Changer for Your Business **02**

Bestype - Your Local One-Stop Custom
Print Shop **03**

Printing NYC: Bestype's Guide to the Benefits
of a Local Print Shop **04**

Best Printing Services - Your Guide to
Creating a Custom Print Project **05**



PRINTING 101: BESTYPE'S GUIDE TO DIFFERENT PRINTING METHODS

Depending on your artistic vision, marketing rollout, or event campaign, there are a variety of ways to best deliver your needs in print. Art printing services have different considerations than large volume printing or banner printing. Partnering with a professional printer can make all the difference in elevating and expediting your process while saving you time and eliminating guesswork.

Bestype understands the benefits of the many printing choices and mediums available for your projects – it's what we do. Our professional team expertly navigates printing nuances for you alongside your budget to execute your vision with excellence. In this first article of our five-part series on printing services, we'll take a look at four of the most common printing options – digital printing, large format printing, offset printing, and letterpress printing – and when to use them.

When Should I Use Digital Printing?

Are you in a rush? Digital printing may be your solution. It is best for short-run, on-demand projects with Bestype's signature high quality. The standard size for digital print projects is 13 x 19, but with expansion capabilities up to 13 x 26, digital printing is ideal for a wide range of products, from magazines and cards to small posters. With our digital technology and no printing plates to replace, Bestype can make your project come to life in a variety of mediums, including paper, metal, or even glass.

There are many creative and affordable digital printing opportunities to deliver visual impact. Our in-house team of printing and graphics specialists is ready to partner with you to meet your professional digital printing needs, on your budget and schedule.

When Should I Use Large Format Printing?

Are you in a rush? Digital printing may be your solution. It is best for short-run, on-demand projects with Bestype's signature high quality. The standard size for digital print projects is 13 x 19, but with expansion capabilities up to 13 x 26, digital printing is ideal for a wide range of products, from magazines and cards to small posters. With our digital technology and no printing plates to replace, Bestype can make your project come to life in a variety of mediums, including paper, metal, or even glass.

There are many creative and affordable digital printing opportunities to deliver visual impact. Our in-house team of printing and graphics specialists is ready to partner with you to meet your professional digital printing needs, on your budget and schedule.

What does large format printing include?

- Fine art printing services, watercolor paper, and canvas
- Photo printing with gloss, satin, or matte photo paper
- Banner printing services, signage, retractable banners, or that favorite of red carpet events — step and repeat backdrops with your logo
- Window and wall vinyl graphics — perfect for department stores, restaurants, retail events, or even professionally branded lobbies and entranceways
- Temporary signage, seasonal or event-specific sidewalk signs, or exposition graphics tailored to special events

Located in Soho, Bestype is in the center of big dreams and creative visions. You can pick up your finished print order, or we can organize the delivery for you. Whether you have the design and need our specialists to offer checkpoints for accuracy and success, or you need the resources from draw-up to print out, Bestype is your vetted partner for large format printing needs.

When Should I Use Offset Printing?

Offset Printing is especially beneficial when you need to print in volume. Generally used for projects where more than 1000 copies are needed, Bestype has the expertise to make this method effective and available for a wide array of printing projects.

What is offset printing? The method combines modern technology with updated concepts in traditional lithography and mechanical printing. Unlike digital printing, which goes from computer to paper (or your medium of choice), offset printing utilizes metal plates and rubber rollers to transfer the imagery onto a variety of available materials to meet your needs.

Developing and preparing the metal plates means there is an initial investment of time up front. Still, there are dynamic advantages for those who print over 1,000 documents or 500 sets of matching letterhead and envelopes, for example.

Offset printing can go up to 26 x 40 in size, making it suitable for high volume poster printing. It also offers a broader range of paper choices, providing an alternative for those whose paper preference is not supported by digital printing. Additionally, the method allows for the ability to use true Pantone colors rather than CMYK, which means our experts can be even more precise in color matching for better tone, depth, and dynamic visual appeal. This makes offset printing ideal for a variety of projects, including art printing services.

The benefit of partnering with a premiere printing service in NYC is that Bestype offers a wide range of experience and a knowledgeable in-house staff who know how to ask the right questions to execute your vision creatively and efficiently every time.

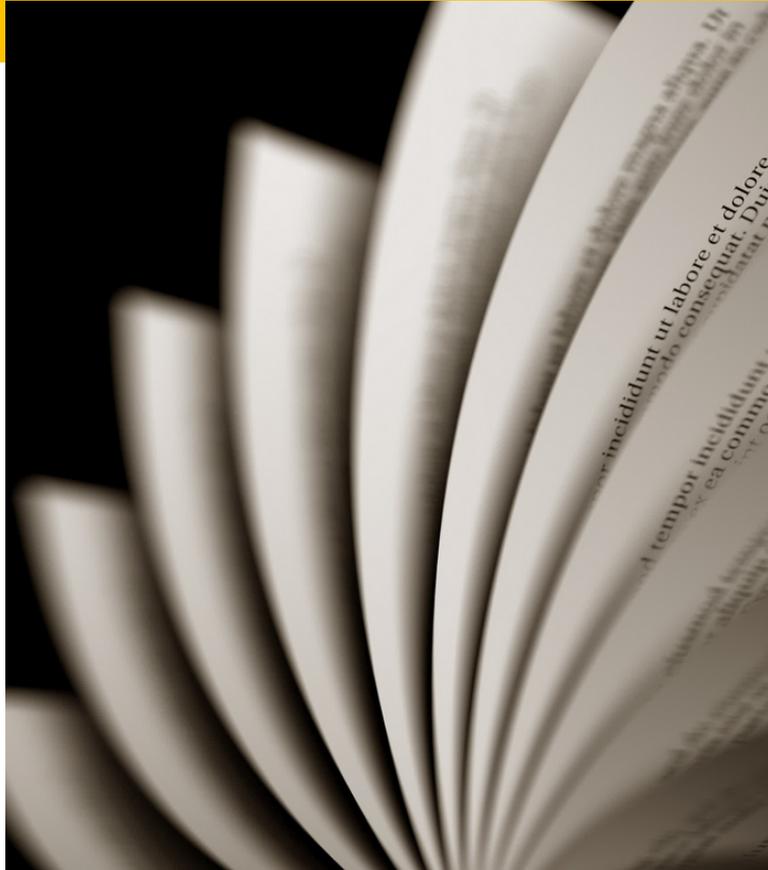
When Should I Use Letterpress Printing?

This type of printing makes an impression (literally) on your marketing needs. In short, letterpress printing creates a dimensional aspect to invitations, business cards, corporate stationery, or embellishment on a book cover. Letterpress printing involves inking a reversed and raised surface to obtain a positive right-reading image.

The textural effect of letterpress printing creates a tactile difference that denotes elegance and attention to detail. It is a more involved process, which requires a higher investment of time and resources. Adding this element to your printing project elevates the richness of your marketing, whether used as a client keepsake, messaging for a retreat or event opening, or a branding message; this is an option that will get clients talking about your business.

With so many printing options at your fingertips, the only question left is, what do you want to create? Contact Bestype today for a quote on your next printing project, and stay tuned for the next article in our series which will explore how full-service printing can be a game changer for your NYC business.





PRINTING SERVICES – HOW FULL-SERVICE PRINTING CAN BE A GAME CHANGER FOR YOUR BUSINESS

As NYC's go-to printing service, the Bestype team gets that professional printing requires far more than batch filling an order. When you visit our Soho-based shop, you won't find an assembly line churning out generic products but a dynamic partner ready to collaborate with you in a creative process tailored to your needs.

Because we're a full-service printing solutions provider, we ask the big picture, detail-specific questions that equip our in-house team to clarify and execute your brightest vision. Not sure which way to go? No problem. Our designers can find creative and budget-friendly ways to provide stellar event promotion rollout, from red-carpet banner printing to temporary signage made easy. In this second installment of our series on printing services, we'll take a look at how partnering with a premier solutions provider who anticipates your needs and meets them with high-quality results can be a game changer for your business.

NYC's Full-Service Printing Solutions Provider

Our work is everywhere in NYC: you'll find Bestype's artistry on premiere restaurant menus, special event city banners, fliers for new boutiques, and so many other places that speak to the industry and diversity of our city. When competition is fierce, you need a creative solutions partner who is passionate about your success and well-versed in the nuances and options for professional printing, like knowing when to recommend offset printing or digital printing, or knowing which paper thickness makes the mark.

Bestype's experience is expansive, and our personality is community-driven. Having a neighborhood go-to for printing services in NYC means you have that personal touch as well as our industry-leading excellence. Your vision is our priority – not a number on an invoice.

At Bestype, we see ourselves as an extension of your team. Whether you are a professional photographer, a marketing director, or a creative visionary, your business changes, and your projects get easier when you bring Bestype in to help support and execute your vision. Feeling confident enough to hand off your printing needs to a trusted partner provides relief and frees up time in a hectic schedule to focus on other aspects of your project.

Having Bestype on Your Team

At Bestype, we are detail-obsessed. We know the burst of brilliance and visibility that comes with high-quality professional print and marketing, which is why you'll find us triple-checking color-matching, layers, sizing, and finishes. We are proud to have served a broad spectrum of businesses with our industry best since 1978.

IN-HOUSE

We love a challenge at Bestype. Tight deadlines are easier to meet since our production and printing services are done in-house, reducing the many unknown variables that can delay production with commercial outsourcing.

IN-PERSON

Designers want to work with people. Bestype's staff of over 20 experts love bringing their passion to your projects. We encourage you to come in and check on your printing production — make sure you love it as much as we do. Stop in for an art printing or banner printing quote. We can even answer your questions like:

- Why should I print a vinyl banner?
- What photo industries do you serve?
- How are Bestype's NYC printing services so fast?

EFFICIENCY

We excel at making deadlines with exquisite quality because we take our time to understand our client's needs. We invest in technology and learn ways to keep our clients on the cutting edge; but the real secret to our speed is our approach to partnering with our clients. We offer on-site, hands-on guidance that gets the job done.

QUALITY ASSURANCE

Bestype takes the guesswork out of printing services. After a staff consultation, we will develop a mock-up PDF for your approval. From there, we create an in-house proof so you see how the colors and textures work together for the medium you have chosen. Then we modify as needed. You can view your proof digitally or pop into our office to see it for yourself before giving us the green light to print.

CREATIVE PRINTING SOLUTIONS

Online printing services may be popular, but they lack the connection and dynamic partnership of stopping by a boutique office to see a mock-up or having a teammate anticipate your needs. We collaborate with you through the important questions — Matte or gloss? Digital, offset, or dye-sublimation? Foam-core mounting or professional framing? Regular format prints or large photographic prints? — to determine what best meets your needs. We understand how to get the most from client conversations so you can get back to doing what you do best, and we can deliver exceptional results.

Attention to Detail with Bestype

We know your shot needs to be perfect if you are an NYC photographer. We'll check your source files to ensure that we work from the highest quality digital resources. Then we'll assess resolution and color correction.

If you are a marketing manager, we'll sit and ask you the big and little questions to meet your needs while also exploring options you might not have considered to diversify and magnetize your messaging while keeping to your budget.

Have questions about how to get the most from your newly printed vinyl banner? We'll show you how easy banner installation can be with grommets and how to ensure weather protection so, whether your banner is additional on-site signage or is the beacon at your next event, it will serve you for many years to come. Bestype also works with:

- Trade show displays
- Books and manuals
- Photo printing services
- Media kits
- Art printing services
- Banner printings services
- Wallpaper and murals

Whatever your profession or project, you'll feel our attention to detail when you call for a quote or to get help deciding which printing service best meets your needs. Stop in or give us a call for a free consultation on the solutions we can create for your business today, and keep an eye out for our next article, which will explore the advantages of working with a one-stop print shop.





BESTYPE – YOUR LOCAL ONE-STOP CUSTOM PRINT SHOP

Event planning, retail marketing, and gallery promotions all have something in common: they have many moving pieces to execute. Your message needs to stand, but diversifying your marketing and managing your vendor relationships can be a lot unless you work with a local print shop that creates a one-stop creative solution for all your print services. Bestype's team of professionals manages your production in-house. We handle it all. We're NYC's local print shop executing large visions and managing tiny details with excellence, every time and on budget – in one place for you.

In this third article of our five-part series on printing services, we'll look at why working with a local print shop for creative needs brings reliability and versatility to your business, whether for general printing services, custom printing services, or specialty printing needs.

How Does the Best Local Print Shop Manage Event Planning?

When clients walk into a well-executed event, they focus on the occasion. They aren't thinking about the font type of the programs, the clarity of the nametags, the storability of the retractable banner, the efficiency and branding in the directional signage, or the color accuracy of the promotional stickers – but Bestype is. And Bestype has, many times over; one example is when we did all the printing for the Tribeca Film Festival, replete with backdrops, signage, and programs.

Bestype helps New York's famous and up-and-comers alike. Planning an event or promoting your business takes a creative team with professional attention to get your message noticed. Whether it's a business's first milestone or a long-planned headliner event, we serve corporate venues and gallery openings with the flair you expect of one of the best print shops in NYC.

Leave lanyards and vinyl wall graphics to us. Attendees' badges don't need to be outsourced either, freeing up time and space in your calendar to do what you do best. Through our intake process, we lay out the concept from inception all the way through to realized experience. This is the benefit of working with the best photo print shop in NYC. We've seen it all, so you don't have to worry.

We have the experience to proactively manage your printing needs from creation to event execution, especially for:

- Trade shows
- Business conferences
- Exhibits, tradeshow or boutique



Where to Go for Custom Printing in NYC?

Bestype's professionals translate overwhelm into excellence. Starting with our refined intake process, we crystalize a creative plan. We get a feel for your goals through our one-on-one conversations. It isn't a webform check-off sheet. It's the building of a relationship to see your vision through.

Oftentimes, event managers and artists come into our Soho office and leave astounded at all the options that are available to make your vision pop:

- Custom sticker printing
- Custom fabric printing
- Custom book design, printing, and binding
- Custom screen printing
- Custom letterhead, business cards, and envelopes
- Custom retail printing

A full-service, one-stop print shop with a diversified and seasoned staff, Bestype serves NYC's creative needs, from restaurant menus and retail tote bags to city-wide signage. We know what it takes to keep up with the beat of New York City. We are in the neighborhood, and we are proud to be the NYC neighborhood print shop that gets the job done.



Why Choose a Local Print Shop in NYC?

Being in-house and around the corner brings many advantages to your business, too. Having an in-house production means a reduction in turn-around time, the avoidance of possible shipping delays, and a tangible relief in knowing who is working for and with you – rather than clicking send on an email and just hoping for the best.

Online ordering leaves you guessing. You may wonder if a fabric will translate with the colors you envision, or get frustrated toggling back and forth between screens to decide paper weights. But sitting in our Soho office, you can see how different hues look in print or learn other fabric mediums that work for you. You can feel the weight of the paper in your hands. These personalized elements change your creative experience. They can eliminate doubt and illuminate other options. Some solutions only come with a personal touch.

You have a unique design, and you deserve a local print shop that has the experience and enthusiasm to craft your vision with you. Contact Bestype today for a quote on your next printing project, and feel the difference in your creative process and success working with a team from your city. In our following article, we'll take you behind the scenes on the advantages of working with a full-service local print in NYC.





PRINTING NYC: BESTYPE'S GUIDE TO THE BENEFITS OF A LOCAL PRINT SHOP

You have a vision for your next print project; maybe it's your signature shot perfectly displayed in a high-gloss lookbook, or an offset print of your new menu. Whatever you're creating, the print shop you choose needs to understand your vision. Bestype translates the tone and texture of your message into something to be remembered, a moment your clients or customers will never forget. Whether strong and bold or elegant and understated, the precision of your vision deserves personalized support with industry-leading innovation and insight. All successful businesses, galleries, retail stores, and restaurants know that customers' experience is the foundation of their success. The same is true at Bestype, NYC's premier local print shop.

In this fourth article of our five-part series on local printing services, we'll look at the benefits of working with an NYC local print shop for all of your printing needs to reduce overwhelm, increase creativity, and elevate the professionalism of your finished product. Bestype is the local printing company that serves NYC's best.

Collaboration

First, Bestype is not just a local print shop. With a team of 20+ printing and graphics specialists in our local Soho office, we can meet face to face and walk through the nuances of your vision, or we can grab your uploaded files and execute with tight deadlines while maintaining excellence. Some professionals simply don't have time to pick which paper weight or type of lanyards and banners will work best for an upcoming event. Others like the feeling of being in our office and seeing the different impressions of a digital vs. an offset print or a fabric vs. metallic display. We love working with both – we're NYC's local print shop, and we know your needs are different from other artists or event planners. With the latest in printing technologies, we can offer in-house solutions that are cutting edge. With in-house printing, we don't have to negotiate shipping delays either. A time saver, we pass along to you.

We take pride in our neighborhood and our work. We like to be the silent supporter behind the gallery event, the restaurant opening, and the new retail store, especially as our NYC reopens stronger, more unified, and even more vibrant post-pandemic. New York is ready for its comeback. We can pool from our past experiences and different genres to collaborate with you on your unique vision. We love watching our clients thrive.

Reliability

Ordering custom printing online doesn't offer the same relationship reliability as working with your neighbor. Serving NYC with world-class local printing services is Bestype's top priority.

Our seasoned professionals are accustomed to working on high-profile, high-demand pieces for well-known and up-and-coming NYC clients alike. Bestype has supported and printed layouts for New York Fashion Week promotions and lookbooks for fashion designers new on the scene. We have attuned the fine print of a new menu as well as the promotional signage and collateral to help bolster traffic to our clients' businesses. We also articulate the precision of book-binding, magazine printing, and giclée prints with the newest technology for the finest of art reproductions.

Providing local printing services for so many different businesses builds the creative perspective that we share with you. If your previous printing experience is limited to a drop-down menu of preset options from a faceless online vendor, we invite you to try the printing services at our local print shop. With a breadth of experience and almost unlimited options to give your vision life while keeping your budget in check, we may create a look you never knew existed.

Convenience

It's easy to pop into our Soho office for a price quote or a visual check on a demo run. This removes a lot of guesswork, reducing overwhelm and increasing efficiency. If you are an event planner, you can ditch the stress of managing multiple vendors and source your entire spectrum of printing needs with one local printing company. You'll meet with an in-house specialist who can design and quote the portfolio of collateral you will need – from stickers to vinyl banners you can store for the next event. We can even schedule the delivery of our completed printing services to your venue, or you can pick it up yourself. You have the simplicity of one point person managing the options that work best for you.

We know how to scale images for premier photography printing, whether on display or for sale, using our premium inkjet technology, archival pigment inks, and museum-quality media optimized for photographic art. You can check our color scales at your computer or stop by for a visual ok of proofing.

Whether you choose to upload your files online or drop them off in our office, we can meet your tight deadlines with ease. With our in-house printing and production capabilities, we don't have to factor in shipping or arrival delays. It's a competitive edge to have the consistency, convenience, and broad range of Bestype for your local printing services.





BEST PRINTING SERVICES – YOUR GUIDE TO CREATING A CUSTOM PRINT PROJECT

Design choices and printing services are endless – and that’s a good thing. Unlike online vendors with a limited drop-down list of suggestions, Bestype has a team of printing professionals with ideas and industry technology to make any custom print project stand out and garner the attention and traction it deserves. Catalog printing, booklet printing, and poster printing are all opportunities to showcase your art and your brand in the vibrant creative world of NYC.

In this fifth article of our five-part series on printing services, we’ll look at why working with a local print shop for printing services will expedite your custom printing project, surpassing your expectations and previous experiences. Bestype serves NYC with style and success across every industry, every time.

How to Use Size, Dimension, and Orientation to Your Advantage

When you work with a custom print shop like Bestype, anything can be customized, from zines to trade show invitations. Why do we place such an emphasis on customization? It helps you stand out.

In a crowded room, a charismatic speaker can pivot from a loud voice because knowing when to soften maintains the crowd's attention. Why? The unexpected makes an impact. It's the same with printing services. A simple way to make a huge visual impact is playing with size and dimension, switching things up from the norm creates client curiosity and enthusiasm.

Our in-house team can handle concepts that go big – skyscraper big – or have small details of differentiation, like the ones you find in the daily menu of a patisserie. We can take standard formatting and elongate it, making it long and skinny or reorienting it to landscape. This creative care, say for an invitation, transforms it into a statement piece that is kept rather than discarded.

What if you need custom printing for a brand refresh or product release? Our specialists can help you design a promotional booklet to fit your custom packaging, then carry that brand message through to all of your marketing collateral, from event pieces and poster printing – both indoor and outdoor display – down to floor signage, creating a pop of creative coherence. Your messaging translates and maintains its colors and hues from the customized booklet to the floor square because it runs through the same local print shop.



Paper Types and Other Exciting Customizations

NYC designers and creatives know that paper creates a moment. A texture can invite your audience to lean in and touch, which is a magical moment. With Bestype, our custom printing offers you a wide selection of paper types, including the ability to source custom paper. Your choices are virtually limitless in color, texture, thickness, and variety, such as the translucent pages made of rice paper for invitation overlays and book inserts.

Being a local custom print shop that specializes in custom book printing and binding is another advantage in your corner. Your binding selection (which we can walk you through) creates a statement and can assist functionality. Does it need to pop on an art table or engage individuals in a training session? For the first, we would print with an art-quality high gloss, whereas the latter calls for ease and accessibility.

Some of our binding options include:

- Perfect binding
- Saddle-stitch
- Loop saddle-stitch
- Color selection in wire binding: from gold to neon plastic coil

Choice and Creativity

It's not a coincidence that we are in Soho. We are NYC's local creative and custom print shop which serves the best and rising in NYC. We are in a neighborhood buzzing with creativity from premier designers, booked-out restaurants, and brilliant artisans and craftsmen. We are not a cookie-cutter shop, but we do love a good cookie.

Online vendors often give you bland options that suit everyone; they focus on what will please the most people. With Bestype, you can be guided by or work with our in-house professionals to make your own bespoke item.

Bestype gathers your vision and presents you with the choices, the wide and varied options, to translate that vision into a physical reality that makes you smile and reaches your audience. We print comic books, Fashion Week lookbooks, and corporate yearly financial reviews because we serve all of NYC.

Paper Types and Other Exciting Customizations

Having a leading-edge print shop with outstanding customer service around the corner brings many advantages to your business, too. Having in-house production means reducing turn-around time, benefitting from a team experienced in marketing creativity, and experiencing the tangible relief of knowing who is working for and with you – rather than clicking send on an email and just hoping for the best.

Call us to get a quote for your next printing project. Let's talk about what we can do for you. How we can help your creative visions and custom printing projects add to the collage of beauty that makes up NYC. When you work with neighbors, everyone benefits. In our next series, we'll take you behind the scenes into the world of books, catalogs, and magazine printing. See you soon.





📍 285 West Broadway New
York, NY 10013

✉️ imaging@bestype.net

☎️ 212-966-6886



 **bestype**
PRINTING NYC