

## Budget Friendly Screen Printing

It seems that with the changes in our economy, everyone is much more conscious about their spending. I mean, how many times have you heard about "coupons" on TV in the past few months? I actually picked up on the coupon thing myself and I always feel better about my purchase when I can see how much I saved at the bottom of my grocery receipt.

So I have been thinking about ways that QualiTEES can help you with your custom t-shirts and other promotional products. You may not know that there are ways to reduce your bottom line when it comes to ordering advertising products. Here are just a few ideas to get you thinking: Order White T-shirts instead of colored shirts  
You can save about \$1.00 per item or more when you order white t-shirts instead of a colored shirt. Now on a 100 shirt order, that is a \$100.00 savings! Every little bit counts, so even when you are just ordering a dozen shirts, you still get to keep 12 bucks in your bank account. Reduce the amount of colors that you print  
Did you know that most large corporations have a color logo and a black logo? And I have even noticed that they will not use more than 2 colors in their logo. So if you have a logo with more than two colors, try to reduce it to a one or two color print and save a few more bucks. Print on one location  
Instead of making your shirt a billboard or flyer, keep it subtle by printing a medium front chest print or a smaller left chest print. People are more likely to wear business shirts if it is not a billboard. Remember, you want people to wear your t-shirt in public, not to bed.

When you follow these simple steps, you save on garment costs, printing costs, and set up costs. Some of the same tips apply to ordering promo items like pens or mugs - print only one color in one location - be just as effective and keep some of your cash.

Marketing your business, organization, or event with custom printed apparel is effective. And you do not have to stop promoting yourself just because you may have a smaller budget this year.