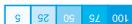


# Do You Know How to Print?

## The Printing Tips e-Book

BY NAVIGATOR BUSINESS OPTIMIZER



# Index

03

Intro

04

Choose the right printer

05

Choose the right paper

06

Store and load your paper properly

07

Choose the right ink

07

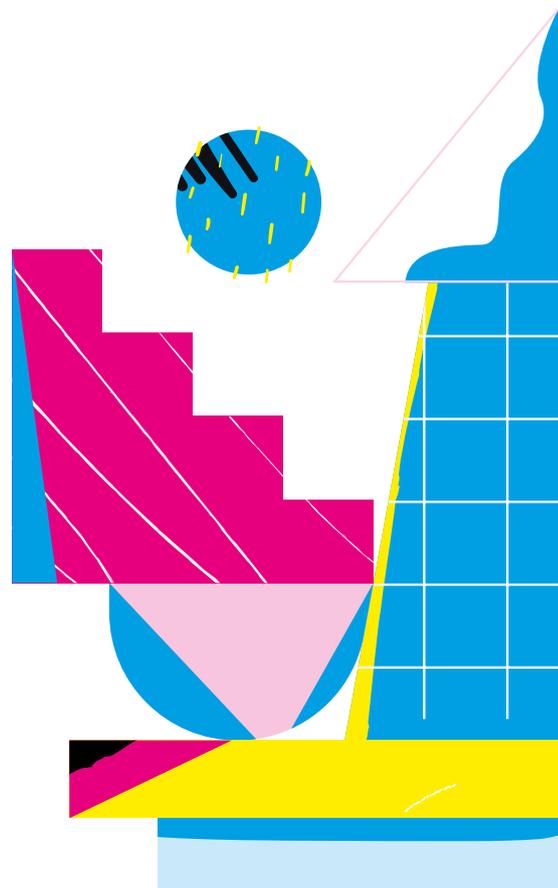
Secure your printer

08

Maintain your printer and its well

09

Know more





# So you think you know how to print?

Printing is easy these days. We simply click the little Print icon and the printer whirrs to life in the background. But great printing is a bit like taking a great photo. In the hands of a master, with a few simple adjustments to the settings, using the printer is no longer a routine task – it's something capable of producing a work of art.

**In this guide, we'll help you understand those small tweaks so you, too, can become a printing pro.**





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## Choose the right printer

Printers vary hugely in price. And, often, what looks like a great deal ends up costing you more because of the price of associated consumables.

It's really important to be clear about what you want to use the printer for when selecting a machine. Print volumes, output quality and running costs should all play a part in your considerations. These days, connectivity is also an important consideration.

Find out more in our blog about [how to choose the right printer for your needs](#) and the [questions to ask before purchasing](#).



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## Choose the right paper

Have you ever wondered why the office stationery suppliers carry so many different reams of paper? It isn't just about the brand – although that can be a signifier of quality. It's about all the characteristics of the paper.

### These include:

- **Paper whiteness:** usually a high intensity of white is best for office printing. A softer white may be more suitable for marketing communications if you want a softer look.
- **Paper smoothness:** this can affect the distribution of ink on the paper and how efficient your printing is. Sometimes special finishes, like that of Navigator's Ultra High Definition paper, create an intense smoothness to deliver maximise your print saturation without wasting ink. This is particularly useful for colour printing and when printing photographic quality images.



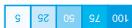
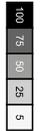
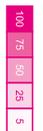
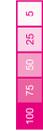
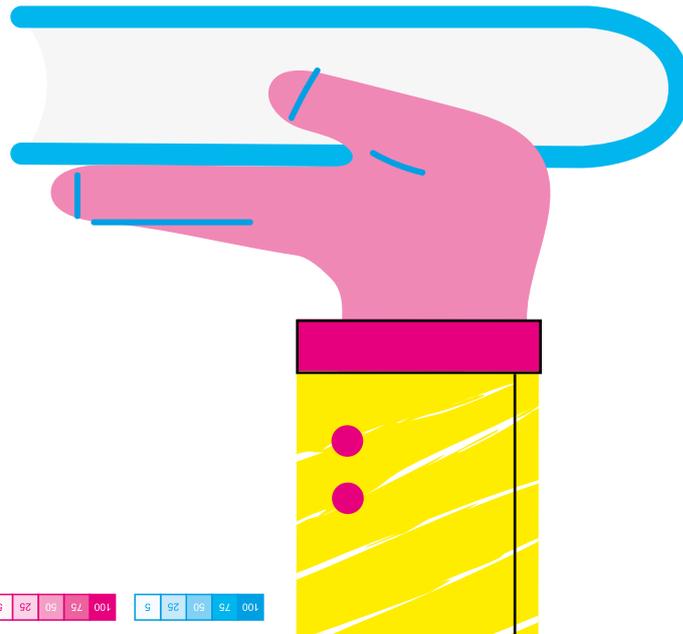


- **Paper brightness:** the standard 0 to 100 measurement refers to the base pulp the paper is made from. However, manufacturers sometimes add optical brightening agents to increase the contrast even further. If you see a value that exceeds the expected ceiling of 100, know it is the best contrast you will find.
- **Paper weight:** different weights are suited to different purposes. For example, a weight of at least 160gsm is recommended for printing flyers. Whereas general office printing only requires a weight of around 70gsm to 80gsm.
- **Paper opacity:** it's important to choose a paper with high opacity if you want to print double-sided.
- **Recycled content:** Paper has one of the most closed-loop processes of any material but, even so, you can help to close the loop and burnish your own green credentials by choosing paper with recycled content.

It's worth splashing out on a high-quality paper with excellent smoothness and strong brightness for any client communications or marketing materials you print yourself.



**TIP:** Watch this small video and find out how a premium quality paper looks like.

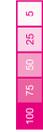
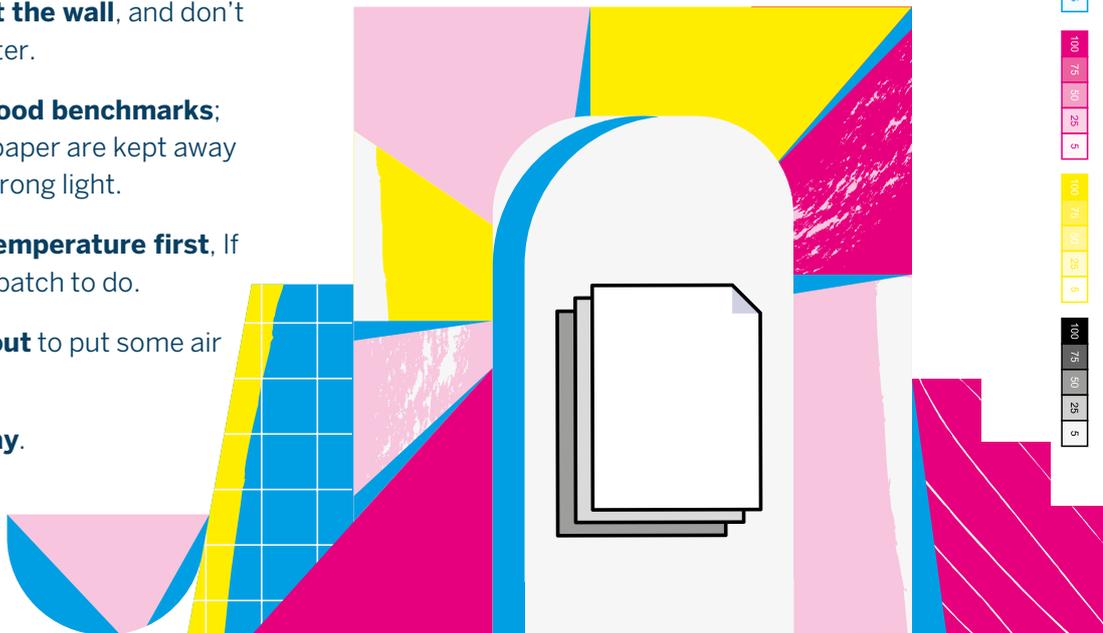




## Store and load your paper properly

In [our printing tips](#) article, we highlighted how important it is to store your paper properly.

- **Don't store it directly against the wall**, and don't store it directly next to the printer.
- **Dry, dust-free and dark are good benchmarks;** make sure that open reams of paper are kept away from any sources of damp or strong light.
- **Bring the paper up to room temperature first,** if you know you've got a printing batch to do.
- **Remember to fan the paper out** to put some air through it before loading it.
- **Don't overload the printer tray.**

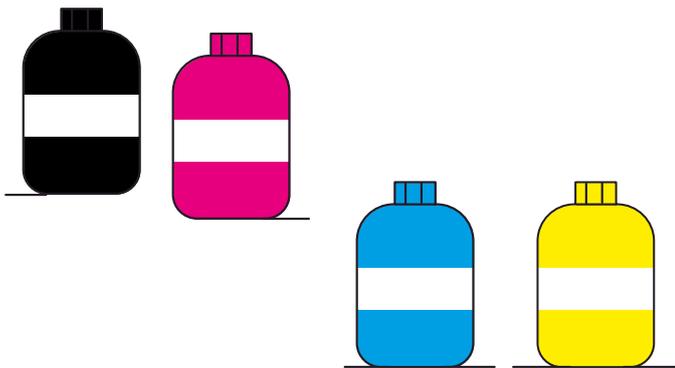




## Choose the right ink

Don't be tempted to opt for cheap inks or cartridges when you see consumable costs rising. Cheap inks can affect the quality of printing and end up costing more in the long term – especially if they get clogged and cause permanent damage to the printer.

Consider a subscription service as these can be a good way to stabilise costs.



## Secure your printer

Cyber security might not be the first thing you think of in the context of printing, but in [this age of connected devices](#) it is a really important consideration. Hackers have been known to exploit printers because, often, they are an easy way onto a corporate network. At a minimum it is important to ensure that you:

- Change your printer's password.
- Secure your printing ports and wireless connections.
- Keep your printer's firmware continually updated.

[Read more about how to protect your printer here.](#)



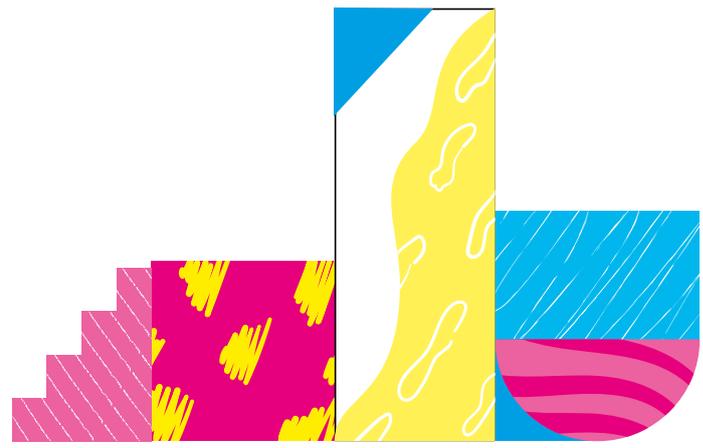


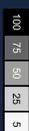
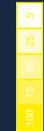
# Maintain your printer and inks well

Don't allow your printer to get dusty or clogged with ink. If you notice print quality fading, investigate immediately so you can take remedial action as soon as possible.

## Further reading:

- [How to increase customer engagement with paper](#)
- [10 Print Materials to Increase your Sales](#)
- [How to prepare your print job for the print shop](#)
- [Choose the best paper for your print e-guide](#)
- [Ending the myths about paper and print](#)





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