

# INGENIOUS IDEAS

## DEPARTMENT

### Finish It Right: How To Better Market Yourself And Your Company With Polished Printed Materials

(NAPSA)—In today's business environment, where projects are in abundance and deadlines are looming, busy professionals are continuously looking for ways to save time. In doing so, many often skimp on the details when putting together presentations, reports and other printed materials. And while this practice may in fact save time, consider how it reflects on you and your business.

It is important to remember that printed business materials can leave a lasting impression and should be developed accordingly. Moreover, there is a clear difference between a professionally produced piece and something that was pulled together in a hurry and without much thought.

Following are tips from team members at FedEx Office (formerly Kinko's) on how to prepare printed documents with a finished look.

- **Bind it:** After a big meeting, sleekly bound copies of a presentation make a great leave-behind. Have your printed deck bound into a neat and polished book that keeps your ideas top of mind even after you've left the meeting room.

- **Mount it:** Key presentation materials are impressive when enlarged and mounted. Consider



mounting an oversized image, graphic or chart on a foam-core board for your next important meeting.

- **Tab it:** Use colorful and distinctive tabs in documents to highlight frequently requested information. The next time you create a big report, call out the most important sections with large tabs.

- **Fold it:** With mechanized folding, brochures and handouts come out with clean edges every time. Request the folding service for your next print order to give documents a refined look.

Keep in mind that professional finishing services are cost-effective and can make a big impact. No matter the audience, your printed pieces should always reflect the high quality of your ideas and your company.

For more information on professional finishing services, visit [www.fedexoffice.com](http://www.fedexoffice.com).