

Easy tips for lower product returns

How many times have you asked yourself how much returns are costing your business, not to mention the impact on the environment? Variance in product colour across tablets, mobile phones and laptops contributes massively to product returns, as well as increasing our carbon footprint. Ensuring colour accuracy in print is more important than ever

Here are some basic tips to enhance your print:

- From the start of the creative process, do you have the technical knowledge and ability to optimise colour reproduction?

Tip: find a helpful print team (like the YM Group) to share their knowledge and experience

- How experienced is your photographer at capturing the image with print process in mind?

Tip: even if it states the obvious, choose a photographer who is experienced in shooting catalogues and brief them carefully

- Do your designers understand the print process?

Tip: check that your Adobe colour management is set up for European



printing within Creative Cloud (InDesign/Photoshop), as opposed to the American setting

- As a customer, are you confident that what you see on your monitor is what you will see in your printed catalogue?

Tip: do two simple things – make sure your monitors are calibrated and ensure your lighting viewing conditions are controlled

- Have you thought that the paper you print on has a big impact on how your colour is reproduced? Uncoated paper has specific colour conversions and if these are not followed correctly you could be disappointed with the final result.

Tip: the YM Group document a full range of papers, including uncoated paper stocks, to reproduce the most dynamic, sharp and true colour to the highest of standards

At the YM Group we have colour experts who can provide a colour health check on your complete workflow. We pride ourselves on the colour consistency of the printed product we produce.

As a business we have invested a lot of time and resource into ensuring our papers are all correctly databased into the appropriate ISO print conditions. This has included setting up specific colour values for the closed loop colour systems on our printing presses, ensuring our reproduction is precise and accurate throughout the print run.

If you would like more information on any of the above please contact enquiries@ymgroup.co.uk



YM Group, consisting of York Mailing, Pindar Scarborough, YM Chantry, Lettershop and Go Direct Marketing, has grown significantly over the past seven years, acquiring an enviable breadth of print & marketing services that is second to none in the UK.

Our extensive range of long and short grain presses complemented by our full digital and unique hybrid printing technology means that we can offer substantially more choice with regards to format whilst satisfying the demand for increased speed to market.