

Become bold with your inserts

In the typical fashion of most business people, you will probably think that inserts printing does not really merit too much effort. A print insert by itself is usually considered by most of us as a simple piece of paper that adds more info within another printed material. Because of this, even though inserts printing is a great advertising tool, no one really gets creative or bold with them since people think it is unimportant.

However, the truth is, inserts are a very powerful tool indeed. It can be as effective as any brochure, flyer or leaflet that you have got, or actually it maybe even better since they get readers attention more easily by becoming prominently inserted. So, let me explain to you how you can use inserts printing boldly so that they can be your own powerful tool and merit your attention.

- Being flashy with the colors – The first way to be bold with your inserts is to be flashy with your colors. Since inserts are embedded within some parent material typically, you can try to be bold and stand out by using a very flashy color theme. So for example, if the parent material has mostly white paper, you can use color inserts with bright red yellow or deep red themes. You can even use neon colors or any other opposite colors from the parent material to really make your inserts stand out. With just colors, you can really be bold and noticeable. Those readers won't be able to resist picking your inserts up.
 - Being noticeable with the shape – Another way to be bold with color inserts is to use a distinct and noticeable shape. Most people of course expect prints to be rectangular. By using an odd shape that is not really expected within prints, you can surprise readers with something really interesting. Try star shaped inserts, circle shaped ones or even inserts that are shaped like animals and other common symbols. It is bold and you will definitely gain the attention of readers.
 - Establishing great impact with a distinct image – You can also take advantage of course of a distinct image in your inserts. You'll have to be bold and use really provocative, shocking or really stunning images in your inserts to pull this off. A beautiful model, an amazing panorama, or maybe a really funny or crazy picture should work for any color insert. Just be sure to be tasteful with your choice.
 - Using thicker sheets of paper – Another option for boldness in inserts printing is for you to use thicker sheets of paper. Typically, inserts are thin of course. However, you can try going for thick sheets of color inserts that people can notice easily. If readers feel that something important is slid into the parent material they are holding, they will definitely try to see what that thing is. You'll get almost 100% of your color inserts read by this simple but bold move.
 - Adding glitter and glamour – Finally, if your color inserts theme can integrate it, you can actually add a little glitter and glamour with your color inserts. By using glittering inks with glamorous colors, you can attract many readers by that shine or gleam. These inks don't come cheap for inserts printing but they really have an impact on the attention of readers since they are shiny and eye catching. If you have some extra resources for special inserts printing, you should try this out.
- So do you think some of these bold moves can be applicable for your color inserts? Try them out once, they can really produce results. Good luck!

About the Author

Troy Duff works as a businessman and currently runs a printing company that offers [inserts printing](#), banners, magazines, flyers, bookmarks, presentation folders, labels, posters, custom envelopes, [print insert](#), catalog printer, print newsletters and other printed ads.

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