

Office Beacon

THE ARTWORK REVOLUTION

Affordable Outsourced Artwork Services

Now Available in the UK exclusively from

It will probably change the way we all use artwork services

www.tradeonlycentral.com/artwork

Over the past five years the promotional products market has been transformed by the arrival of high quality and low cost outsourced artwork services delivered direct from large studios in India

This has all been made possible by the internet, lower employment costs and the increasing availability of skilled art workers.

Until now the impact of these services has been fairly minimal in the UK but with the market reaching saturation point in the US many of these companies are looking to turn their attention to European Markets

The key impact of these services on the promotional products industry is likely to be

- No bottlenecks in the artwork department
- Reduced cost of non profitable artwork services – such as tidying up logos
- Distributors able to offer artwork services direct to end users without the need to rely on suppliers
- Increasing the ability of promotional products to be sold on line with integrated electronic ordering for artwork

One of the key advantages offered by outsourced artwork services is the speed at which jobs can be delivered providers will guarantee completed jobs returned within 4 to 24 hours guaranteed

The other obvious main advantage is price with wages much lower and plenty of capacity prices are very keen. For instance typical rates for artwork in the UK are between £30 - £60 per hour whilst artwork costs in India are between £3 - £6.

Another interesting development is the fact that these outsourced service providers are prepared to offer fixed prices for a job rather than an hourly rate – this enables promotional product distributors and suppliers to know in advance what their costs are likely to be – this either enables companies to increase profitability or reduce prices

Outsourced artwork providers are now also getting into the more creative sectors such as corporate image and website design as well – traditionally this has always been a more face to face service and it will be interesting to see what impact this service has

Whether you like or dislike the concept of outsourcing artwork services you cannot fail to be tempted by the prices and service levels now available

To find out more about what services you can currently try in the UK check out the new

service from Office Beacon developed in partnership with Trade Only at www.tradeonlycentral.co.uk/artwork or former MT Golf MD Mark Tomlinson's Proof Factory at www.proof-factory.co.uk

An interesting development just around the corner is as a result of the partnership between Office Beacon and Trade Only you will soon be able to order artwork services such as virtual samples, logo redraws and logo tidy ups directly from both PromoServe Software and Trade Only Search

