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## Member News

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### Tailored Printing Launches Online Print Shop, [www.123GoPrintNow.com](http://www.123GoPrintNow.com)

The first full service online print shop based in Springfield is now open for business.

It's all about speed and simplicity. "No more waiting...for a quote or assistance with art. You can place your order immediately." says company president, Kevin Slot. Customers enter the job specifications and view prices immediately. They can download templates or design online as well as upload their own art. Then they submit their order and receive confirmation – all online.

The technology that produces the speed and simplicity also reduces costs. "We're now able to compete with the pricing of many other online printing services plus provide local personalized service," says Slot. In these economic times, companies are attempting to reduce costs by encouraging employees to do as much of the design as possible but they often do not have the software, skills, and experience needed to produce high quality art that prints well on commercial presses. Tailored Printing has two full time designers on staff who can review client art before it's uploaded and make recommendations as needed so the end product arrives without disappointment. In addition, 123GoPrintNow.com provides templates and background art so that some products can be designed online for customers who don't have design software.

Speed and simplicity aren't all that's offered at 123GoPrintNow.com. Tailored Printing's high gloss UV top-coating is offered on most products at no additional cost. "We're already hearing "Wow! This looks great!" comments from customers," Slot says.

*Tailored Printing provides graphic design, one color to full color printing, advertising specialties, and imprinted apparel. Tailored Printing's 32% growth in 2008 ranked them #8 on the list of "Fastest Growing Printing Distributorships with Less than \$5 Million in Sales" according to the June 2009 issue of Print Solutions Magazine.*

**For more information:**

**Contact: Kevin J. Slot, 217.522.6287, [Kevin@tailoredprinting.com](mailto:Kevin@tailoredprinting.com)**

3 South

Old State Capitol Plaza

Springfield, IL 62701

Ph: 217.525.1173

Fax: 217.525.8768

[www.gsc.org](http://www.gsc.org)