

WORKING WITH THE PRINTER

Great print is always the result of great teamwork – and that team includes you, our client. Together with you, we'll discuss and confirm your requirements, develop a solution to suit and deliver the product you're looking for.

To help you through the process, we've developed a few guidelines – on organising a quote, developing your specifications and getting involved in the printing process. We've also provided some background info on economic book sizes and our technical capabilities – and, of course, you can ask us a question anytime!

THE QUOTE

Before drawing up a specification, the following questions need to be asked:

How durable is the job supposed to be?

Who will be using the printed item and under what conditions?

What is the quantity of the first printing, and are reprints likely?

When and where will delivery be required?

When providing a request for a quote, the following information should be provided.

Size

The final trimmed page size is probably the most important single item in the specification, because it determines the type of printing and binding machines onto which the job will fit.

After the size should come the description "portrait" or "landscape", and it may also be worth stating if the job bleeds.

If you are using a large size (above A4) then check the maximum size that can be finished or bound.

Quantity

The total number of finished items to be produced and any run on details.

Copy

Include details on how you will supply copy, such as a formatted disc, PDF files for example.

Are any scans required, if so, how many, what size will they be scanned at and if they are colour or monotone scans?

Number of Pages

The extent (number of pages) in order for this to be economical to produce, it should be divisible by 4, 8, 12, 16, 24 or 32 pages, depending on what sheet size is being used.

Proofing Requirements

Specify what type of proofs you require. Consider the type of project and the importance of colour accuracy. If you are happy to check for content and positioning consider requesting low resolution sherpa proofs, if colour is an important part of the project, then hi resolution proofs should be specified for the entire job or as scatter proofs for picture sections.

Number of Colours

Specify number of colours to be used. The shorthand for this is:

4 x 4 – four colours on both sides of the sheet.

2 x 2 – two colours printed both sides of the sheet.

1 x 1 – one colour (usually black) printed both sides of the sheet.

Any additional info you have with regards to inks, such as PMS colours or CMYK or, if a job is likely to be digitally overprinted so we can allow for laser inks.

Paper Stocks

In any printing job the kind, weight, and texture of the substrate is an important factor in the price, quality and finish of the final product.

The starting point for choosing a paper stock should be the consideration of that stocks ability to satisfy the aesthetic, technical and production requirements of a specific project in the final printed result you are trying to achieve.

Finishing Required

Specify the type of finishing, e.g. saddle stapled, burst bound and any other special requirements such as diecutting, drilling or embossing.

Any specific packing instructions you may have should be included, such as if export cartons are required, if a distribution may be needed, or if the job will deliver locally etc.

Timelines

At the time of quoting, it may be worth indicating when a project is likely to happen, so we can take this into account when considering pricing options, such as indenting paper stocks.

Once you receive your quote, it's worth checking carefully to make sure it is in line with your specifications.