

Printing Tips

YOUR GUIDE TO UNDERSTANDING PRINTING



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Top Ten Reasons Why We Should Be Your Printer

You've heard it often: printers differ in capabilities and specialties, so you have to know how to match what you need with what a printer can do. In this issue of *Printing Tips* we're helping out by presenting the top ten reasons why you can confidently pick us to be your printer.

#10: We know how to print.

Let's start with the basics: we have a mix of equipment for printing and finishing, we maintain the equipment in good working order, we provide formal training for our operators, and we enforce production standards for quality and output. Add all these factors together and it means we can set and meet the daily production schedule.

Why does that matter? Because we can't finish the whole job on time and correctly unless we complete every interim manufacturing step on time and correctly. And we can't get the interim steps completed if we have unexpected equipment breakdowns or don't have the proper supplies available when needed. It's the job of our production manager, **Frank James**, to develop the daily production schedule and monitor throughout the day to be sure it is met.

#9: We tell you how much your job will cost.

Another basic: we provide a quotation as soon as the job specifications are firm. We want to know before we begin production that the price fits within your budget and meets your expectations.

If not, we can provide options to hit a price point or budgeted amount.

Our quotations provide details and are written in plain English so that you know exactly what the price is based on. If we've misunderstood your instructions, then we can correct the quotation immediately and reach an accurate price. Because of this, we stand behind our quotations – the final invoice will always match the quotation.

#8: We invoice promptly.

We don't consider the job to be complete until the invoice is written, so jobs are normally invoiced on the day production is completed. To avoid invoices getting lost, we mail them to whomever you designate – the person who placed the order or the accounts payable department, for example. The invoice will include your purchase order number or other internal reference you provide. And as we mentioned in #9, it will always match the quotation.

#7: We commit to a due date and deliver on time.

Because of our production control system using interim due dates, we can provide a firm commitment for completing the job. We'll also provide you with interim due dates for things you may be providing to us such as a Word file of text; photographs; a mailing list; a postage deposit; or a completed proof. We'll also remind you as your deadline for turning things in approaches.

Idea Corner

Do you have information you'd like to share with your customers, or products or services to promote? Would you like to distribute the information without the expense of a direct mail marketing campaign? Then try a statement stuffer.

Statement stuffers are a great sales tool often used by national retailers, utility companies, banks and credit card companies. Because of their small dimension, they can be inexpensive to produce and usually do not add to the postage cost. In many businesses or organizations, purchasing decisions are made by the same people who pay the bills.

Statement stuffers are also versatile. They can be displayed at a front counter, added to promotional kits, or included with finished orders at packaging. We can help you design an all-purpose statement stuffer in one or many versions.



#6: We let you know what's going on.

We confirm receipt of your inputs so you don't have to follow up to be sure we have them. If you have submitted a file, we open it, analyze it, and report back saying that the file is accepted into production or letting you know any problems we've encountered. When a job has many manufacturing steps, we provide a periodic status report so you know how the work is progressing.

If we encounter an unexpected problem during production, we let you know right away so together we can develop options. We do this anytime the due date, cost or quality of the job will be impacted by the problem.

We also let you know about all the things we do such as website design, large format printing, high-speed copying, full bindery & finishing, graphic design, and more. We won't assume you know all that we do – instead, we'll keep you informed via our newsletter and other means.

#5: We tell the truth.

We need you to trust us, and the only way we know to build trust is by always telling the truth. We aren't brutally honest, but we don't beat around the bush. For example, if there is a serious design

flaw in the brochure file you gave us, we will tell you and provide some suggestions. We won't mislead you, hide things from you or make substitutions without your knowledge and permission.

#4: We find out what works for you.

The more we know about your business, your industry and your customers, the better we can evaluate whether the printed piece will serve the purpose you intend. If we understand your company's purchasing and accounts payable systems, we will comply with those requirements and present invoices that can be processed smoothly and routinely. We will ask about hours of delivery, how to present packing and delivery slips, and where to place goods on the loading dock.

#3: We are interested in new media.

We understand the changing role of print in business communications. We know our customers and prospects are experimenting with social media like LinkedIn, Facebook and Twitter; with mobile communications to smart phones; and with web-based communications like e-letters and blogging.

We are, too! Just like you, we're testing new media and developing a strategy for combining this with print. We understand

that our job has always been to help our customers communicate with their customers and prospects so something can be sold or donated or supported. We're experimenting with e-mail marketing, QR codes, desktop and mobile web sites, and social media marketing so we can learn and offer ideas to you.

#2: We defend print.

Despite our commitment to new media, we know for certain that print still has an important role to play. For those who would abandon print based on concerns for the environment – cutting down trees, the impact of paper manufacturing on the environment, printing's overall carbon footprint – we offer facts, research and statistics to counter claims that print must be eliminated. We can provide objective information about the effectiveness of print, its sustainability, and its overall ROI.

#1: You deserve the best printer.

And we're it! While other printers may try to persuade you with their production equipment or low prices, we've offered ten very different reasons as evidence that we're the best value. It comes down to this: we deliver on time, keep you informed, and make it easy for you to do business with us.

So take the next step – contact **Randy** or **Frank** at **970-245-1294** to arrange for a shop tour or an appointment. We're standing by.

Tips & Tricks

In order to provide a quotation, we need to have firm specifications for the job. This includes the finished size, the paper, the number of ink colors, and whether the job will require any post-press operations (like trimming or folding) or special applications (like die cutting or foil stamping). We also need to know the quantity to be printed. With this information, we can give you a firm quotation.

Until the specifications are firm, we will provide an estimate. An estimate differs from a quotation in an important way – it is our best guess about the cost, but we do not consider it binding as we do a quotation. Estimates are useful for establishing a budget or for determining whether the planned project fits within a cost structure. If our estimate exceeds your budget for the project, we can suggest changes to the specifications that will help bring the two closer together.

Vocabulary

AAs: Abbreviation for author's alterations. Refers to changes made after a job has been submitted (such as changes in design, layout, copy, graphics or photographs). Printers charge for AAs.

Contract proof: a color proof representing an agreement between the printer and the customer regarding the standard for color and quality of the printed product.

Dummy: A folded sample used to show finished size, shape and binding requirements.

Hard copy: A printed copy of text or a page layout. Used to check for accurate transmission of electronic files or to proof read against.

Manufacturing capability: the aggregate of equipment, supplies, and staffing that defines the possible range of products that can be produced by a company.

Manufacturing capacity: the total amount of work that can be produced in a given time.

PDF: an acronym for Portable Document Format, a universal file format that preserves the fonts, images, graphics, and layout of any source document, regardless of the application and platform used to create it.

Proof: a print made from the file that will be used to produce the press plate, digital image, or a PDF file.

Specialty printer: a printer with narrowly-defined printing capabilities. Contrasted to a general commercial printer who offers a wide scope of services.

Specifications: a listing of exactly what will be used to produce a printed piece – paper, ink, sides to be printed, number of pages, bindery requirements, finished size. May include customer-provided inputs (such as photographs, text or mail list).

Trade printer: a printing company that provides printing for other printers and does not work directly with the end user of the printing.

Q&A What more can you tell me more about Precision Printing?

We've been providing printing services to the Grand Valley since 1975. Based on our experience, we are pretty good at predicting which businesses, organizations and individuals will be a good fit with us. We develop a strong working relationship with customers who have

- a regular, recurring need for the kind of services we provide;
- a budget adequate for the job specifications;
- the authority to place an order;
- the ability to cooperate with our manufacturing standards;
- adequate time to schedule production;

- a willingness to partner with us;
- good communication skills; and
- a desire to work with a dependable, innovative printing company.

For a list of our equipment and more information about our history and our staff, visit our web site: www.ppgj.com or scan our QR Code with your smartphone.



May I have a word?



Randy Greathouse
General Manager

Printing companies are just like any other business – we need to attract new customers to stay in business. And that means we have to interest our prospects in the special features that set us apart from our competition – in sales terminology, our unique selling proposition.

So what are the favorite USPs of printers? For some it's price; for others it's an equipment list; and for still others it's a claim of superior customer service. But for Precision Printing it is something different. We've organized our shop to make it easy for you to do business with us.

Sounds simple, doesn't it? But like many things that appear simple, it takes a lot of training and practice to carry out. In this issue of Printing Tips, we are proud to enumerate the specific reasons why we should be your printer of choice. Reduced to its essence, we deliver your order on time, at the agreed-upon price, and error-free. If you're not getting that from your current printer, maybe it's time to give us a try.



Lighter Side

The rich American couldn't understand why the Irish angler was lying lazily beside his boat on the beach, smoking a pipe. "Why aren't you out fishing?" asked the American. "Because I have caught enough fish for the day," said the fisherman. "Why don't you catch some more?" "What would I do with them?" "You could sell them and make more money," was the American's reply. "With that you could have a motor fixed to your boat and go into deeper waters and catch more fish. Then you would make enough to buy nets. These would bring you more fish and more money. Soon you would have enough money to own two boats . . . maybe even a fleet of boats. Then you would be a rich man like me." "What would I do then?" asked the fisherman. "Then you could really enjoy life." said the American. "And what do you suppose I might be doing right now?" said the Irishman, smiling and puffing away on his pipe.



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