



**BURLINGTON
PRESS**

www.burlingtonpress.com

Printips

YOUR PRINTING & MAILING RESOURCE

InFocus

Your Printing Budget Helpful Tips to Manage Printing Costs

If you regularly buy printing for your company or organization, you likely have a budget to meet. Whether you are ordering business stationery, functional forms and documents, or image pieces for sales and marketing, you always want to be sure you are managing the budget to get the most for your money.

We hope you won't be surprised to learn that we have the same objective – to be sure the printed materials we provide to you are produced on time, on budget, and looking exactly as you expected. Making this happen requires a partnership between us, and in this issue of Printips we're going to explore some ways to ensure consistent and dependable pricing.



PRINTIP #1: BE CLEAR

Printing is a manufacturing process, and the printing we do for you is custom manufacturing since we are not filling your order from inventory on the shelf. This is the case even if we have a partially-manufactured inventory (such as business card shells or newsletter templates) because we are always imprinting custom information.

What this means to you is that we must have clear specifications to produce the job. We don't expect you to provide the specifications – in fact, that's the job of our Customer Service

Representatives. What we do need is for you to thoughtfully and accurately answer any questions that our CSRs may ask you.

Sometimes the questions we ask may not seem to be related to printing specifications. For example, we may ask the purpose of the functional form, or the audience for the image piece. These are probing questions that our CSRs use to be sure we aren't overlooking anything, or to develop an option that you may not have considered.

PRINTIP #2: ALLOW SUFFICIENT TIME

We know that emergencies occur: someone took the last carbonless form and didn't tell anyone, or you thought there was an extra box of envelopes in the storage area, or the sales manager has a time-sensitive opportunity. We are fully prepared to meet these emergencies – we consider it a part of good customer service.

But we can't be as dependable as we like unless the emergencies are the exception rather than the rule. There are some actual physical limitations to what is possible. For example, our high speed color digital printing equipment



has a maximum output per hour for a 2-sided, 8 1/2 x 11 sheet. That means our manufacturing capacity for all work scheduled for a single day needs to be considered. Of course we can work overtime or even around-the-clock to meet your requirement, but that will have an impact on your printing budget.



InFocus
Printing Budget

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QuickTips
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Your Printing Budget

Helpful Tips... (Continued from Cover)

PRINTIP #3: USE THE RIGHT TOOLS

Computers have significantly improved many tasks associated with printing, including design, copywriting, typesetting, illustrating, photography and page layout. And as computer-based tools have improved, many of the activities formerly performed exclusively by printers or graphic designers moved to the desktop of customers.

When you take over some of the production functions (such as taking your own digital photographs or laying out a brochure), it is important that you work to industry-accepted standards. Microsoft Word is an industry standard for writing copy, but not for page layout. A digital photograph at 72 dpi for a web page is not an industry standard for printing.

It is our job as printing professionals to stay abreast of industry standards as they continue to evolve. We adopt industry standards as they become widespread and reliable, and we integrate them into our production processes. We also provide them to you, in the form of instructions for submitting artwork and files. One standard for images is that they must have a resolution of 300 dpi in the size being used in the document we are printing. A deviation from the standard risks the quality of the finished piece.

PRINTIP #4: LET US SUGGEST THE PRODUCTION METHOD

For many printing projects, optional production methods are possible. Which one we select depends on balancing the job factors – quality requirements, time available for production, quantity, and input file – which in turn may affect price. Normally we select the production method that gives the best all-over value given the



job factors. However, if you specify a production method, or introduce a specification that limits the production method, then we may not be able to give you the best

value. We're not asking that you give up a parameter that is important to you; we're just asking that you allow us to present a production alternative that we think is a better value. The final decision, as always, is entirely yours.

PRINTIP #5: THINK LONG TERM

In previous issues, we've stressed the importance of planning before beginning a printing project. Part of planning means

thinking long-term: to authorize us to re-draw a pixelated logo, or create a file of a document that exists only in hard copy. The added expense is a one-time charge, but will produce a better result each time the document is printed.



PRINTING IS A PARTNERSHIP

Our best customers share similar characteristics: they need the products and services that we excel at; they need them regularly and often; and they respect us as printing professionals. We think this is a sound basis for a business partnership, and one that we work hard to cultivate and nurture.

If you have any questions, don't hesitate to contact us! Call (609) 387-0030, or e-mail us at experts@burlingtonpress.com. Our website, www.burlingtonpress.com, also provides a wealth of information about our company, its history and culture, and the services we offer. It also introduces you to our staff – come get to know us!

Creating & Submitting Print-Ready PDF Files

Today, PDF has become an industry standard for submitting files. The benefit of adhering to this standard is that you can work in any software application you wish and still provide us with a print-ready file. However, a poorly-created PDF file can actually increase production costs due to additional graphics time required for file manipulation. When creating your print-ready PDF file, please remember the following guidelines:

PDF PRESETS. If your design application offers "preset" styles for PDF, be sure to choose one designed for "Print" or "Press" quality. "Desktop" or "Screen" quality proofs are not recommended for printing.

EMBED FONTS. If you haven't converted

your text to outlines, be sure that all fonts are embedded in your PDF file.

CMYK COLOR. Please make sure to convert all colors to CMYK. RGB files can produce undesirable color results, as well as screened (lighter) blacks.

BLEEDS. If your document bleeds, please be sure that your PDF file incorporates the bleed areas (ie. For an 8.5" x 11" printed sheet, the PDF image area should be at least 8.75" x 11.25", preferably with crop marks indicating the trim size.)

INSPECT & REVIEW. It's also a good idea to visually inspect your PDF file before sending it to us. If a photograph looks pixelated or some text shifts around

unexpectedly, you'll be able to correct the issues immediately, saving both time and, ultimately, production costs.



When your PDF is ready, you can upload it directly to us through our website. Log on to www.burlingtonpress.com, and click on "Place A New Order" in the left menu. To send new artwork for an order previously submitted, simply click on "Send A File".

Seeking Approval The Proofing Process

Proofs are a very important part of the printing process as they allow you to view and inspect a rendition of the printed piece for errors in content, correct color, and overall design. It is our duty to follow your instructions and present error-free proofs using your input (copy, photographs, logos, images, etc.). It is your duty to double-check our work.

Generally, the printing trade custom is to make no alterations without permission, including leaving unchanged spelling and punctuation errors that were inadvertently submitted. In practice we will correct obvious errors when we see them, or if unsure, may call them to your attention. But please remember that yours is the final say-so on whether something is ready for press. Take your responsibility for proofing seriously and examine everything carefully before approving your order.

We use three different methods to provide a proof for your order:



E-MAILED PDF. Also known as a "Soft Proof," this is the most common proofing method. We will send a low-resolution, "Screen" quality proof for your review. This allows for smaller file sizes and easier file handling.

FAXED PROOF. If you prefer, we can fax a hard copy of your proof. For multi-color jobs, we can send either a composite or color separations.

HARD COPY. When requested, we can print out a sample copy for your review. Please note that colors may vary from the final printed piece depending on the production method chosen.

ADDITIVE PRIMARY COLORS: The primary colors of light – red, green and blue – from which all other colors can be made.

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

ALLOWANCE FOR BLEED: An image extension (usually 1/8 inch) beyond the trim area of the sheet or page. When trimmed, the image "bleeds" off the page or sheet.

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.

FINISHING: A general term for post-press operations such as trimming, folding, binding, stitching, drilling, padding. Also known as bindery.

FOLDING DUMMY: A sample used to show the folding and binding requirements.

HOUSE SHEETS: Selected grades and sizes of paper carried as inventory by the printer.

LAYOUT: The composition of a page. A layout may be a rough drawing or sketch, a computer-rendered partially-completed design, or a print-ready comprehensive.

MAKE-READY: All processes necessary to prepare for printing. Includes loading paper, mounting the plate, inking, registering and adjusting.

MANUFACTURING CAPABILITY: The aggregate of equipment, supplies and staffing that defines the possible range of products that can be produced by a printing 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.

PREFLIGHT: Evaluation and analysis of a digital file to ascertain whether it has all the elements necessary for accurate output and conformance to printing requirements.

PROOFREADING: Examining copy for spelling, grammar and typographic errors.

QUOTATION: A statement of price, terms of sale and description of the product or service. Considered binding unless specifications change.

SOFT PROOF: A PDF rendition of the piece to be printed.

TheGurus

What is a Partnership?



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A partnership, in modern terms, is when two or more individuals or groups blend their specific talents or abilities to do something better than one person or group can do on their own. In business, a company may seek to partner with another company that provides a service that is helpful to its existence and growth. Often, it's beneficial to work with an outside source because this service may be too complex to be done in house or require expertise that is not available within the organization.

When you have the need to promote a product that your company is offering, your marketing department may work with a firm to develop an overall strategy to promote your product. For instance, you may seek to partner with a graphic designer who has the skill to lay out a brochure in a fashion that easily communicates the message you

need to convey. And finally, you will need a company who can produce the brochure and help with the distribution.

Using a printer like Burlington Press will add value. We have marketing expertise, graphic design and direct mail capabilities along with our printing skills. You will also receive a level of service that defies the standards and makes us very easy to deal with. We don't require our customers to be printing experts or limit them to a certain quantity or type of paper and style of printing. We provide the expertise you need to produce printing that is effective whether you are printing a simple form or a complex brochure. We provide input to help produce the piece more efficiently which means a lower cost to you.

Partnering is common in today's business world because the cost of technologies and the need for expertise in many areas is increasing. Like a marriage, which is another kind of partnership, when you look for a partner in your business you should look for one that you get along with and one that will take your needs into consideration.

QuickTips

Inventory Ordering & Re-Ordering

Managing your inventory of business stationery and forms is a great way to avoid the stress of last minute ordering and to stay within your printing budget. If you haven't been ordering long enough to know how long a particular item will last, try these tricks:

ESTIMATE A 3-6 MONTHS SUPPLY. We recommend you order enough of an item to last between three and six months. More than a six-month supply could mean that you are tying up money in inventory and, in some cases, running the risk that the printed piece may become obsolete. Less than a three-month supply and you are foregoing cost savings that result from a longer print run. An easy way to estimate is to ask yourself how many of this item you use in a specific interval (per day, per week, per month).

REORDER REMINDER SYSTEM. When you order an item, ask to have it included in our reorder reminder system. We'll check your order history, predict when you might be running low, and notify you when it is time to reorder.

COST EVALUATION. When reordering, ask us to price additional quantities. Our computerized estimating and pricing system makes it easy to recall a job from history and to produce a current quotation using multiple quantities. Then you can evaluate the trade-off between storing an item and the cost savings of a longer print run.

If you need help developing an ordering structure, give us a call at (609) 387-0030. We'll review your order history and provide suggestions for future orders.

What factors determine price?

This is a great question, and the answer may not be what you expect. First, let's assume that all design and layout is complete and we are talking about printing from a print-ready file.

Every job must pass through three manufacturing steps: prepress, press (offset or digital) and bindery. Prepress activities include retrieving the file, reviewing & proofing it, then imaging press plates. Press activities include cutting paper to run size, loading paper, mounting the plates, inking, running test sheets and adjusting as necessary, and running the job. Bindery activities include post-press operations such as trimming to final size, folding, binding, stitching, drilling, padding, numbering and shrink wrapping and boxing.

Depending on the specifications for the job, any of the three manufacturing steps could be the primary determinant of price. For example, for a small quantity full-color job, prepress may be the cost driver. Alternately, for a job consisting of small, padded sheets counted and shrink wrapped, the bindery may be the principal cost.

If you find that our quoted price for a project is outside your budget, let us know and we'll help you determine where costs can be cut.

Printips

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