

# PRODUCT PLANNING

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### PRODUCTION ELEMENTS

**ORDERING:** Please complete a custom folder order form with each order or submit a purchase order with complete production and shipping instructions. Submit prior samples, if available, noting any changes to be made for current order.

**ARTWORK:** Positioning of art should be designated by cut marks or supplied mock-up. Fax copies, low resolution copies and photocopies are not acceptable for quality reproduction. There will be a typesetting charge for any type set by the factory.

**MEDIA:** We can accept artwork or PrintReady PDFs on disk or your files can be e-mailed to us if they are of reasonable size (compression may help) to [barbg@theprecisionline.com](mailto:barbg@theprecisionline.com). Larger files can be sent via FTP. Please refer to the Digital Services Section on page 11 for instructions.

**PHOTOGRAPHS:** Provide high resolution photos; 300 dpi is standard. See Digital Services Section on page 11 for more details.

**PROOFS:** A Digital or PDF monitor proof is provided. Proofs are required on all jobs requiring factory typesetting or design. Prototypes, press inspections or pre-production samples are also available. Changes made as author's alterations at proofing stage will be charged on invoice.

**CONSTRUCTION KEYLINES:** When using a standard cutting die, please ask for a keyline for correct positioning before layout, artwork, or films are created to ensure it will meet production guidelines. If a keyline was not requested and your provided materials are not positioned correctly additional charges may apply.

**PRODUCTION TIME:** Most custom products are shipped in ten working days. An order confirmation will be sent to you specifying the schedule for your project. QuickTurn folders are shipped complete 48 hours following receipt of all materials. Box pocket folders and ring binders require a minimum of 5 additional production days.

**PAPER STOCK:** The paper selection guide shows the most popular paper choices, however, many other paper stocks may be used. Products may be produced on any cover paper you select. Please specify by mill brand, paper name and color choice.

**PACKAGING:** Standard packaging varies with the size and construction of the product. Some folders are shipped flat requiring final folding by customer. Shrink packaging and other special packaging may be requested and are subject to additional charges.

**RUSH ORDERS:** If production schedule allows, rush orders will be accepted. Charge for rush orders are based on the complexity of order and your schedule requirements.

**SHIPPING:** Shipments are normally sent by UPS, but large shipments may be sent via truckline. Please specify if you have a carrier preference at order placement. (See Shipping Information on page 12 for more information.)

### DECORATION PROCESS

**OFFSET PRINTING:** Prices listed are for offset printing using the Pantone Matching System®. All purchase orders must designate PMS® ink colors. Caution must be taken when printing ink colors which are lighter than the paper stock color you have selected. Full color reproduction of photographs can be achieved by the use of four-color process printing. 100% size CMYK digital or scanned images must be provided or additional charges will apply.

**HEAVY INK COVERAGE:** Ink coverage greater than 35% is considered heavy and requires an additional charge. Special coatings should be considered. When printing a large solid background in conjunction with screened areas or photographs, an additional ink color is required to achieve best results.

**SECOND SIDE PRINTING:** Printing on the inside of a folder (the area above the pockets) requires an additional charge.

**FOIL STAMPING:** The Foil Selection Guide shows the most popular foil choices. Avoid fine lines or type smaller than 10 point. Ask your customer service representative for other foil options.

**EMBOSSING:** Raised round single level embossing is quoted unless otherwise specified. Paper may be blind embossed or embossed with register to foil stamping or offset printing. Please specify at time of quotation which type of embossing your folder requires. Avoid fine lines or type smaller than 10 point. Combination dies, multi-level dies and sculptured dies require custom quotations with submission of proposed artwork.

### COATINGS

**AQUEOUS COATING:** An economical water-based coating that enhances gloss and rub resistance. Applied in-line, we recommend aqueous coating for all coated stocks. It is particularly desirable when printing large, solid ink coverage or screened areas. Unlike varnish which yellows over time, aqueous coating remains clear. Aqueous coating is available in varying levels of gloss and as a satin or matte. Dramatic results can be achieved by combining gloss aqueous with a spot matte coating. Gloss aqueous coating is included on all coated stocks.

**PRESS VARNISH:** A solvent-based coating applied to coated sheets to enhance gloss and add protection.

**FILM LAMINATION:** Polyester film lamination can be applied to all of our paper stocks. Its heat application provides maximum durability with a minimum of curl. It is glueable and stampable for superior finishing properties. Film lamination is available in both gloss and matte (delustered) finishes.

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## **KEYS TO SUCCESS . . .**

Providing service is just one of the "Keys to Success" in graphic finishing. At The Precision Line, we offer a full range of quality service and guidance. Our customers are commercial printers and resellers of printing. You get the tools you need to exceed your customer's expectations. Let our experienced pre-production department guide you through your next finishing project and see the quality for yourself.

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## **WHY SHOULD YOU REQUEST A PROTOTYPE ON YOUR NEXT PROJECT?**

A prototype is the closest example of your finished product that we can provide before your project is actually produced and can ensure your customer's satisfaction.

Our prototypes are created by converting your specifications to an electronic form by means of a CAD system. This electronic file is then used to plot your prototype on our sample maker and later can be used to create a custom cutting die.

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## **WHY SHOULD YOU REQUEST A KEYLINE ON YOUR NEXT PROJECT?**

- The critical registration of coatings, tab positions, knock-outs, bleeds, offset printing and die cutting is easily accomplished using a keyline.
- Proper use of keylines in design planning insures correct placement of glue tabs and can save hundreds of dollars in hand assembly costs.
- We can provide you with a keyline, free of charge, via fax, e-mail or on disk. Paper keylines are also available for final construction dummies.

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## **SAVE TIME & MONEY**

Include a purchase order and notification form with your project detailing: