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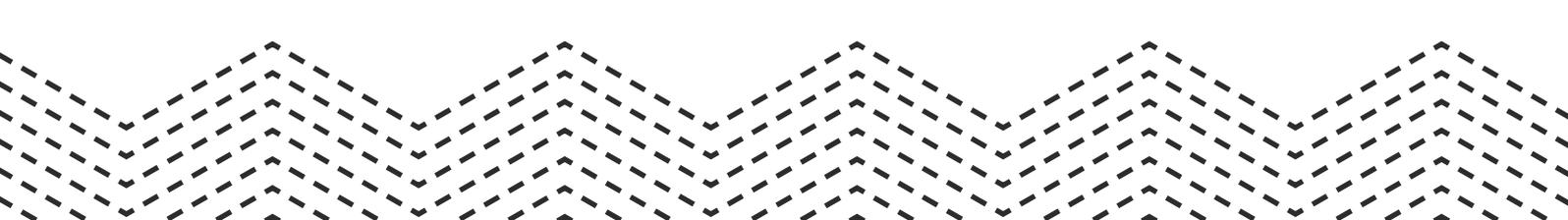
EVERYTHING YOU WANTED TO KNOW ABOUT PRINTING

(BUT WERE AFRAID TO ASK)

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The average person sees between 6,000-10,000 ads everyday across all platforms including mail, TV, billboards, radio, social media, and the web. It is almost impossible to avoid them. (Like going to the dentist.)

Print is a way to cut through the clutter. The tactile nature of print impacts the brain differently than digital media, generating a stronger overall positive response at a subconscious level where emotionally driven buying decisions are made.

This eBook is intended to prime you on how to work with your printers directly and give you necessary tools to get started on your first campaign.

Let's get started!

PRINT FUN FACTS

To give you a little background, here are some fun facts about the print industry and how it has transformed into a necessary piece of your marketing strategy.

1. Over 65% of the total energy used by North American pulp and paper facilities comes from biomass, biogas and hydroelectricity, which are all renewable energy sources.
2. Print ads in direct mail have an average lifespan of 17 days, whereas email has a lifespan of 1.5 hours.
3. The Renaissance most likely would not have taken place without the Printing Press.
4. The Incredible Hulk's green skin color is actually a result of a printing mistake.
5. 90% of direct mail is opened, while even the most rockstar email campaigns would be hard-pressed to achieve a 90% open rate.

Sited sources: Two Sides North America, Imprint NEXT, Adweek, Forbes

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WHY PRINT

Print is alive and viable. There are plenty of good reasons why you should add print to your rotation of marketing tactics if you aren't currently using it. In fact, since there is less competition in print marketing than there used to be, you might find it a great way to stand out from the pack and reach consumers who might otherwise have never heard of your business.

FIVE BENEFITS OF PRINT

1. Print has a personalized and targeted approach.
2. Print is tangible.
3. On average, print boosts ROI 60% when combined with other platforms.
4. 82% of consumers trust print ads when making a purchase decision.
5. 79% of consumers find reading physical mail more convenient than reading emails.

Sited sources: USPS, Marketing Sherpa

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LANGUAGE OF PRINT

Vocabulary that will allow you to better communicate with a Printer on the fly.

Printing has changed a lot since Gutenberg's invention of the press in 1440. It began with moveable type and morphed into many options depending on the quantity and quality of a job, as well as the substrate that you would like to print on. What's important throughout it all is that print continues to serve the same purpose that it always has: to provide people far and wide with access to information and to ease communication AND to bring beauty and delight into people's lives.

FUN PAST TERMS:

Drum Scanner: can't play this! A drum scanner was how you created color separations in the good old days. One piece of film per color, then they were stripped together to be exposed to a plate.

Stripping: not the dancer. Before lasers and digital anything, there was film. Stripping was a process in which printers would put negatives together to expose them to a printing plate.

Keyline: The way that art was shot to create negatives. Loose type and images were waxed (glued) onto a board to produce the final print design for the page/project.

CURRENT TERMS:

Offset Lithography: The basic principle is that ink and water don't mix. Where water hits the plate, no ink will print. Where there isn't water but there is image, the ink will stick and then 'offset' onto a blanket and then onto the paper, leaving an impression. This is done one color at a time.

Sheeted Print: Sheet fed printing is used for medium to large jobs. It means that the parent sheet that is used on press is in, well, sheets.

Web: Web is still offset print except that the parent sheet is not a sheet but a roll. It's actually a parent roll—not to be confused with a sushi roll. Web is for longer runs that usually value a little bit more quantity over quality. It typically uses standard process inks with heat to accelerate the ink drying process.



UV: UV ink is a type of ink that is dried through a light curing process. As a result of the process, it dries on top of the sheet. UV ink is known to produce truer and richer color on uncoated paper in particular.

PMS: The other one. Pantone Matching System. This is a chip system that is a standardization of color language using only specific colors that are pre-mixed and agreed upon across industry. PMS colors are often used for logos or creative purposes. Your vendor can also special-mix a PMS at your request. Make sure that when using a PMS that you and your vendor are matching to the same chip—books can vary by age, etc. which can affect color. It might be best to send an example chip of yours that the vendor can match.

Perfecting: Perfecting is when both sides of a sheet are printed in one pass through the press as opposed to two. Perfecting is great for long runs and multiple forms as it gets the project printed, well, perfectly in half the time.

Digital Press: The output device for print on demand and variable print. Sheet fed print that produces smaller jobs.

Variable Print: Done on a digital press, variable print allows each sheet to be different. Data is processed and sent directly to press where it is married with a beautifully rendered art file. The more uniquely focused each piece is on a client, the more effective the piece becomes. Different variable print options include offers, names, and even imagery. Whatever you want.

Large Format: Large format (also known as Wide format) is a short run solution and used when printing on any substrate (including paper) larger than 40".

File Review/PEG: Prepress preparing the InDesign file and images for print

Plus Cover: When text and cover paper are different and the thickness varies between cover and text.

Self-Cover: When all text and cover paper are the same kind and thickness throughout.

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GETTING STARTED FOR SUCCESS

So your boss wants you to manage the next printing project... We've got you.

The sheer number of options involved with printing can be overwhelming. Offset, digital, UV coatings, bleeds, trim, DPI, CYMK and PMS—we're here to help you sort out all the details to get the results you need.

Here's a quick primer on the basics to get your print game up to speed in 10 minutes or less.

PREPPING IMAGES

Getting colors right is a common issue, so let's start with the basics. RGB vs CMYK Your computer uses a color space called RGB (red, green, blue) to produce all the colors you see on the screen. A printing press uses the CMYK color space made up of cyan, magenta, yellow and black to produce printable colors. This is known as the four-color process.

The difference between the two color spaces can be significant. RGB produces bright and vibrant screen colors a press can't always replicate. RGB can reproduce a wider spectrum of the color gamut than a printing press, meaning it's possible to display colors in RGB that you can't make with CMYK. What you see on the screen can appear quite different on paper.

For best results when converting color try the following:

- Select colors for fonts or other elements in your layout using CMYK definitions, not RGB.
- Try to calibrate your viewer to emulate CMYK, so what you see on screen more closely approximates what a press will print.
- Don't use your office printer to gauge CMYK reproduction. That device is likely not calibrated correctly and will not produce a correct proof.

SPOT COLORS

While the four-color printing process can reproduce endless hues, reproduction inconsistencies can appear. A CMYK color formula printed on one press can appear different on another press. Consistent color reproduction every time requires a spot color. Presses produce corporate colors like Coca Cola red or Home Depot orange with spot colors. Ink suppliers pre-mix these colors to a standard known as the Pantone Matching System, or PMS colors. Specialty inks like metallics or neon inks are also considered spot colors. Your print service provider must image an additional printing plate for each spot color.

RESOLUTION

Crisp, beautiful images depend on proper resolution. Resolution refers to how much data images contain. Screen resolutions generally top out at 72 dpi, or dots per inch. This looks good on most screens and makes files easier to store and display. A printing press needs a resolution of 300 dpi, so screen images are usually unsuitable for print.

The 300 dpi applies to resolving the final printed image. If you're using an image that's 2" x 2" with 300 dpi and resize to 6" x 6", you will dilute the resolution. The larger image must be 300 dpi to print clearly.

Resizing an image to a smaller dimension will not harm the print quality, but be cautious about enlargements. It's possible to enlarge an image using various methods in Photoshop, but this yields limited results.

Guidelines provided by your print service provider are meant to ensure your printed pieces turn out as you planned. You'll prevent extra charges, avoid delays, and experience the best results by designing with the printing process in mind. When in doubt, call the professionals at Bolger Printing for assistance.

FONTS

If you are sending in a PDF document, fonts must be embedded to avoid font conversion.

We recommend using an actual font for the given weight necessary. Example: Use Times New Roman Bold font from the font menu instead of the Times font that you apply 'bold' to in the style sheet or menu.

Make sure that the fonts being sent have data. If the font file sizes are zero k, they are unusable.

Fonts must be embedded in pdf or outlined. Outlined type reduces the risk of font issues but cannot be edited by your Prepress provider.

Black text should be 100% black. Not a mix of CMYK.

Do not set white text to overprint.

LOGOS

Logos should be provided as outlines or vector art and saved as .eps whenever possible. When possible, supply the fonts associated with the logo(s). Low resolution Web Images (.gif and .png 'Portable Network Graphics') will print in low resolution and are not usable for print. Our streamline digital workflow from Prepress production to print and delivery uses "print ready" PDF formats. By providing us with a "print ready" PDF, your job will run faster and require no additional handling

PAGE SIZE/BLEEDS

BLEED & TRIM

A printed file includes a trim size and bleed areas. The trim size refers to the final dimensions of the piece after it's trimmed and bound. The bleed is a border area of printed content that extends beyond the trimmed edge and is discarded during finishing. Bleeds are safety margins that allow guillotines and knife trimmers to cut a piece to the required size without leaving a white border along the edges.

Bleeds should be 1/8" larger than the trim size on all sides. When you're designing a printed

piece, create the image and have your design program add a bleed space for you. In the document setup, tell your design program to add .125" in the bleed area.

SAFE AREA

A related topic is the safe area, or type safety area. This is the area on a page where designers can safely place images, text, and other elements that won't be cut off during binding. Leave a free space of at least 1/4" from the trim line on all sides to avoid cutting mishaps. You may have to adjust the safe area further in the gutter (gutters are extra space added to allow for binding). Your printer can recommend acceptable parameters.

FILE TYPES/PREP

Commercial printers prefer PDF or Adobe InDesign native files but can take many different software formats and versions.

ACCEPTABLE FILE FORMATS

- Quark Xpress (versions 7 and up)
- .psd (PhotoShop)
- .tif (TIFF)
- .jpg (JPEG)
- .ai (Adobe Illustrator)
- .eps (Encapsulated PostScript)

AVOID THESE FILE TYPES

These contain formatting commands that are for screen viewing only; raw files created in these formats are acceptable but can introduce problems and require manipulation in order to be used.

- .doc and .docx (Word)
- .xls and .xlsx (Excel)
- .ppt and .pptx (PowerPoint)

NOTE: If you use a variety of software types to create your job, it is the most cost effective to pick one (preferably InDesign) and send all files associated with your job in the same software.

PACKAGING ADOBE INDESIGN FILES

Native Adobe InDesign files are easily made to be “print ready” by your printer’s prepress department.

If you are sending InDesign files, here are a few helpful tips:

- Supply all font files that are used in your document.
- Does your job have bindery? Saddle stitch or spiral binding need to be built with gutters that work for binding style. Your printer can supply you with guidance on how to do this.

- Does your job have multiple versions? Business cards, for example, should be supplied all in one file as separate pages, not multiple files.
- “Package” files, do not “drag and drop”—use the InDesign or other software’s instructions for packaging your job files.
- Provide all image and art files linked to the document.
- Set up your document to the correct page size (not to a larger size with printable area in the middle).

80%
of consumers
act on direct mail
advertisements

Sited source: PRESSWORKS

DO'S & DON'TS OF PRINT

You've made it! Just a few more tips before you get on your way.

DO COLLECT ALL YOUR FILES

When “packaging” or “collecting” your files, be sure to collect from all your different resources (disk, DVD, portable drives, desktops, and servers). Note: All of your files in these resource locations have to be accessible when “packaging” or “collecting”—do not “drag and drop.”

DO DELETE UNUSED ITEMS

Any unused type or images on your pasteboard should be deleted before sending the job to us. Delete any unused colors in your color palette.

DON'T SCALE IMAGES

Grayscale or color images should be 300 dpi at the size you want to print. (If you blow it up to 200% the resolution changes to 150 dpi.)

DON'T RENAME THINGS

Don't rename your fonts or your images after placing them in your document.

DON'T CROP PHOTOS

Don't crop photos after color correcting them. (You might want to reuse the image another time.)

77%
of consumers
say print drives
higher levels of recall

Sited source: Design Rush

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FINDING THE RIGHT PRINTER

We want to highlight the importance of choosing a print vendor that is willing to go beyond producing a job. A print vendor should be seen as a trusted business partner that is able to support their clients in thought generation and make sure that they have the information that they need to get things done on their end.

In this section, we will talk about what support and resources a printer can offer and how to find a printer that fits best with your goals.

When finding a print partner, especially when you are new to the world of print, it is important that you find someone that not only is willing to produce your job, but someone that is willing to serve as a resource and a creative partner along the way.

A good print vendor will support you and help you ask the right questions so that your project needs are met, all while making sure that you have the information that you need to act as *the* print resource internally.

To sum it up you will want a print vendor that you trust, who understands your business, and can be a resource for your business.

Here is a quick check list to see if your printer checks all the boxes.

- Do they act as a creative resource?
- Do you trust them to act in the best interest of your business?
- Do they understand your business?
- Do they listen, ask questions, and put you first?
- Do they practice sustainability?

STILL HAVE QUESTIONS?

No worries! The team at Bolger can answer all of your printing needs.

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