



ASSOCIATED PRINTING PRODUCTIONS INC.

## **Printing University 101 Educational Series**

### **Commonly Asked Printing Questions**

#### **Section #1 File Preparation & Upload**

Question #1 What are acceptable file formats?

Answer #1 We accept native files created with the following programs.

- QuarkXPress
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat

Question #2 How to prepare artwork?

Answer #2 Certain steps can be taken to ensure we receive your files in the most efficient manner. Please be certain to include all necessary files including fonts, support art and native files. This can easily be done from Quark (File/Collect for Output) and InDesign (File/Package). Please include a low resolution pdf file for reference.

Question #3 What is the pre-flight process?

Answer #3 The pre-flight process is when we receive brand new art work from a client which gives us an opportunity to open and check the integrity of all the supplied files. We also pre-flight file to match up the files to the quote to insure that everything that was requested or not requested reflects accordingly with the art work. It is purely a preliminary procedure.

#### **Section #2 Mailing & Fulfillment**

Question #1 What should you know about the piece you are mailing before it is designed?

Answer #1 When considering a marketing mail piece, you must always keep in mind that you have only a moment to pique a customer's interest. To capture your prospect's attention, the

design and wording of the mailer is key. Using the right colors, typeface, and professional look and feel goes a long way toward attracting your target customer.

Question #2 What are some of the “Best Practices” in preparing a successful direct mail piece?

Answer #2 There are four steps to creating your own distinctive direct mail piece.

- Select your publication format
- Emphasize your brand
- Polish the piece
- Prepare for mailing

Question #3 How to prepare a Direct Mail database?

Answer #3 A current and clean mailing list will determine whether or not your marketing piece lands in the hand of your customer or prospect. Bad or undeliverable addresses, as well as duplicate names, will waste your marketing budget dollars.

Question #4 How to design a Direct Mail project in accordance with USPS mailing requirements?

Answer #4 The USPS is continually updating requirements and costs for all levels of mail. Whether it’s First class, Standard Mail (Bulk), Flat or Non-Profit, APPI is your one-stop source to help you navigate through these requirements and answer any questions you may have when preparing a mailing to your customers.

### **Section #3    Offset Printing Techniques**

Question #1 Are there any special techniques that will enhance a print project.

Answer #1 APPI uses several techniques to ensure every print project achieves or exceeds the results that our clients are hoping for. Some of our most effective techniques are:

- Stochastic Printing
- Strike Thru Varnish
- Scented Printing

Question #2 What are the best papers to use when printing metallic inks?

Answer #2 Metallic inks perform best on coated stocks. We suggest that you plan to varnish the job when your design is using heavy metallic ink coverage or if the marketing communication will experience a lot of handling. Varnish will diminish the metallic effect somewhat, because metallic gets their brilliance from the leafing of the metallic flakes reflecting light, but the varnish will maintain the overall integrity of your job. On the other hand aqueous coatings over metallic may dull the metallic effect. Our suggestion is to try a synthetic metallic ink if aqueous coating is required for the job.

We also caution designers about screening back metallic inks. Most metallic colors lose their “glow” when screened back which can result in an effect different from what the designer envisioned.

## **Section #4    The Answer to Green**

Associated Printing Productions Inc. (APPi) takes our role in environmental sustainability very seriously. As a leader in the printing industry to be environmentally conscious and lessen our carbon footprint, APPI was among the first printers to earn the coveted Triple Certification from FSC, SFI and PEFC.

**Question #1**    What are the environmentally friendly certifications and what are the benefits?

**Answer #1**    The Forest Stewardship Council (FSC), the Sustainable Forestry Initiative (SFI) and the Programme for the Endorsement of Forest Certification (PEFC) (hereinafter collectively referred to as “Certified”) were created to increase the practice of managed and sustainable forestry worldwide. Each of these organizational bodies has set forth very clear principles, criteria and standards that companies seeking to become “Certified” must follow. Certification covers any product or paper made of pulp that is derived from wood originated from “Certified” sources.

**Question #2**    How is the Chain of Custody established?

**Answer #2**    The entire process is strictly monitored through an independent, third-party auditing system and a very clear Chain of Custody (CoC) process that tracks wood from “Certified” forests through the entire supply chain (i.e., harvesting, pulp, paper production, shipping, distribution, printing) to the end user, our client.

**Question #3**    What does this mean for your clients?

**Answer #3**    This means that this will provide a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment as well as providing ongoing business value.

**Question #4**    How does this impact the environment?

**Answer #4**    The impact is that by purchasing certified paper you are making a conscious decision to jump into the front lines of changing the old ways of the paper manufacturing process all the way from start to finish. Trees do many important things for the environment from producing oxygen to cleaning the air we breathe. Trees also absorb and lock away carbon dioxide in the wood, roots and leaves. How frequently do you hear that carbon dioxide is one of the top causes of global warming? A forest can be considered a carbon storage area that can lock up as much carbon as it produces. This locking-up process stores carbon as wood and not as an available greenhouse gas. This also ensures that we are not contributing to deforestation of precious rainforests, habitat destruction, water pollution, displacement of indigenous peoples or violence against people and wildlife that often accompanies irresponsible logging.

## **Section #5 What to Expect at APPi**

Question #1 What makes APPi different than the competition?

Answer #1 Associated Printing Productions Inc. (APPi) was built upon a legacy of exceptional quality and impeccable service. Simply stated, APPi's customer service is the best in the business. We are a family run business which we hope to make all of our clients feel part of the family too by the end of each and every experience with us! No job or demand is too challenging for our team to handle as we have learned to defy the laws of time! We can work around the clock to achieve some of the most demanding deadlines. Our sole goal is to make our client's job easier and make them shine to their superiors and clients through our hard work and dedication of service.

Question #2 What are the benefits of the EFI Pace System?

Answer #2 We are implementing a complete system of fully integrated software modules for estimating, scheduling, production, accounting and e-commerce that provides practical print Management Information System (MIS) and e-commerce solutions that make printing and graphic art companies more efficient.

We hope you have found these commonly asked questions and answers to be useful. If we can be of any further assistance, please contact Associated Printing Productions Inc. at 305-623-7600 or visit our website at **[www.appi1.com](http://www.appi1.com)**.