

INFORMATION REQUIRED TO QUOTE

Embosses and foils:

- Area of emboss/foil.
- Will the emboss need to be hand tooled (multilevel, rounded edges, etc) or just a single level?
- Is the emboss/foil the same design and size on some/all items that have it?

Varnishes:

- On uncoated papers, varnishes can only be used to seal, not to create a visual effect. (There are some exceptions to this, but need to be discussed in each individual case)
- On uncoated papers a UV varnish creates an excellent almost entirely scuff proof seal.
- Spot varnish covers a specific area, either as a visual effect or (like on the front of a letterhead) to seal a printed area without affecting the unprinted area (varnish on the full front of a letterhead makes laser printing very difficult).

Stock:

- Name of stock (i.e. Expression, Saxton, Magno)
- Additional information(i.e. Radiance, Silk, Vellum, Smooth, etc)
- Weight (in gsm, grams per square meter)
- If no particular stock preferred, at the very least either uncoated, gloss coated or matt coated must be specified.
- Special requirements (i.e. recycled, very white, good for four colour images, etc)

Letterheads and Followers:

- Stock
- Size if not A4 (210x297mm)
- How many colours front and back (are they the same?)
- Ink Coverage
- Perforations/Embellishment/Formecutting
- Quantity (how many kinds as well as how many of each kind)
- Is there a Follower/With Comp using exactly the same art on any side?

With Comps:

- Stock
- Standard size is 210x100mm (fits into DL envelope which is 220x110mm)
- Colours, front and back (are they the same?)
- Ink Coverage
- Perforations/Embellishment/Formecutting
- Quantity (how many kinds as well as how many of each kind)

- Is there a Letterhead/follower using exactly the same art on any side?

THINGS TO NOTE FOR LETTERHEADS, FOLLOWERS AND WITH COMPS

- 1) If a follower has the same art as the letterhead just with one or more colours removed, it can be printed following the letterhead at a hugely reduced price.
- 2) If a with comp has the same art as a letterhead, but is trimmed smaller, it can also be printed following the letterhead at a much cheaper rate.
- 3) It is usually very cost effective to print three with comps and one letterhead/follower on a sheet together. Consider that when selecting quantities.
- 4) If there is a lot of ink coverage in any area (solid bar, full cover on reverse) you'll probably need a varnish. Overall varnishing the front makes a letterhead hard to write or print on so you will probably need a spot varnish, which is more costly.
- 5) Embosses and foils tend to get damaged through laser printers, but inkjets are normally fine.
- 6) With the stock, note the name, type (vellum, smooth, gloss, silk, colour) and weight (gsm).
- 7) Grain direction. Often short grain letterheads are cheaper than long grain, but long grain tends to work better with laser printers. If a client has a lot of different office printers, long grain is the safest bet.
- 8) **Test any non laser guaranteed (or preferably all) papers through the end client's printer before proceeding, both for feeding and for quality of output and scuff resistance. On high speed printers test at least 30 sheets in a row (better to waste 30 sheets now than 50,000 later). If there is no time to test the paper due to deadlines, the end client will need to take financial responsibility if their laser printer doesn't work.**

Business Cards:

- Stock
- Size
- How many colours front and back (are they the same?)
- Coverage (especially if one side is text only and the other size is solid cover)
- Forme/embellishment.
- Quantity (how many kinds as well as how many of each kind)
- Common colours to other items (letterheads, with comps)

THINGS TO NOTE FOR BUSINESS CARDS

- 1) Many business cards get printed on a single sheet of paper. If you only have one card to print, it will probably be "up" four times on a single sheet, thus 250 cards is 63 sheets. 63 sheets takes about 40 seconds to print once the machine is set up (which can take over an hour). Thus there is VERY little difference in price between one, two or four cards printed at once, or between 250, 500 and 1000 x 1.
- 2) Given the above, to save time and money "shells" can and almost always should be printed. i.e. a card has a four colour logo and foil on the front and on the

reverse it has one colour text with the person's contact details. You can print 5000 "shells" for cards with the 4 colour and foil all at once, then in the future for reprints just print one colour on one side. Very cheap, very quick and ensures consistency between runs without any difficulty.

Envelopes:

- Stock
- Custom made, speciality or generic paper (Speciality is about 50-100% more expensive than generic, custom is vastly more expensive and can take weeks to produce)
- Where is being printed (you can front on just the front without the flap, on the back and the flap, or you can "open, print, close" and print on the front and flap, which costs extra because each envelope needs to be opened prior to printing and closed for packing).
- **There must be 10mm of grip on the top or bottom of the envelope (no printing in that area).**
- Are the colours on both sides common?
- If the envelope is custom made it works a lot like a presentation folder. You print on a normal piece of paper anywhere but the areas to be glued and then it gets made up.
- Coverage, any bleed?
- Embellishments?
- Quantity (if multiple kinds of envelopes, do they share any characteristics, i.e. emboss, same art in different position, etc)

Presentation Folders:

- Stock
- Overall size including all flaps opened and flat.
- Colours, front & back (common?)
- Coverage, any large solids?
- Interlocking or glued.
- Gusseted or not (does it have a spine or fold flat?)
- Any embellishments.
- New or existing forme? If existing you'll need to get a sample to see if it suits your artwork. Usually not worth it because formes are only around \$150-200.
- Provided flat or folded (glued must be provided folded)
- Quantity

Stationery (Multiple items)

- Common colours.
- Common stocks (if letterheads, followers and with comps are on the same stock and weight they can be printed together. Same with business cards and presentation folders and so on).
- Common Embellishments.

Labels:

- Stock
- Permanent or removable?
- How many kinds, how many on a sheet (i.e. 3 DL labels on an A4 sheet)
- Colours and coverage?

- Standard form or custom (size and shape).
- Quantity/kinds.

Books:

- Number of pages for text and cover.
- Stock for text/cover (self cover being same stock throughout or different weight/entirely different paper for text and cover)
- Type of binding, saddle stitch, section sewn, perfect bound, custom.
- Colours and coverage on each page and cover.
- Embellishments on text/cover
- Quantity

General Information:

Varnishes

- Some varnishes yellow the paper more than others. It makes little difference in areas with printing but has a notable affect on the whiteness of unprinted areas.
- UV varnishes tend to crack if creased/folded.
- Most foils do not adhere to UV varnish.
- A matt UV varnish on both sides of a business card can make it virtually scuff proof, even in a wallet and has no more impact on appearance than a normal varnish.

Laminating

- Laminating anything largely prevents cracking on edges, creases and folds (useful for presentation folders and covers especially).
- Matt Laminating is very prone to scuffing as is very noticeable over dark solids (gloss is far more resistant). There are low scuff matt laminates available that cost a bit more but produce a vastly improved outcome.
- Laminate on just one side makes the paper curl in that direction.

Embellishment

- Gold and silver foils are quite good at holding fine details. Clear foils are not bad, tinted foils are terrible for detailed work, easily fill in and crumble. They work well in larger areas though.
- An emboss is most evident when it is not registered (lined up with) any other effect. i.e. having a white background with a black square in the middle embossed, the emboss will not be as evident because the black distracts the eye. If the whole background was white/black the emboss would be far more evident.
- The depth of an emboss depends on how much the paper can be pushed without tearing it notably. A custom emboss can help make apparently deeper embosses by being shaped suitably for that effect.

Inks and Colours:

- Always specify C or U (coated or uncoated) when selecting a colour, it is often possible to get a colour close to the C variant on an uncoated stock and vice-versa, but it must be specified.
- Many Pantone colours can't be accurately replicated in four colour process, thus you either need to choose a colour that can using a Pantone book, use additional spot colours even on four colour jobs or (most cost effectively) print a four colour item then mix custom colours to match the four colour printout.
- Labels tend to have relatively poor quality print surfaces which is especially noticeable when printing with metallic inks.