

**NOVA**

Serving the Financial  
District for over 35 Years  
**47 ANN STREET**  
**NEW YORK, NY 10038**

Tel: (212) 349-1233 • 349-4545  
Fax: (212) 406-7074

Email: [nova@novaoffset.com](mailto:nova@novaoffset.com)  
Web Site: <http://www.novaoffset.com>

*The answer to all of your printing needs.*



**Vol. 3,** A-EN

# Knowing Vitals Reduces Print Emergencies

**W**hen EMT's rush to an accident, the first thing they check on a patient is vital signs. Similarly, when we receive an order, the first thing we check is the job's vitals. These include your deadlines, quantities, colors, photographs, graphics, paper stock and any other important details about your job.

Giving us your vitals in advance helps avoid unnecessary rushes. When you call us and tell us all the details of your job in advance, we can make sure we have the correct stock to run the job, and we can schedule production time and give you more accurate cost estimates.

We want to be there for you when you need us most. However, rushes on both of our parts can lead to careless mistakes and unnecessary stress that can usually be avoided by better planning.

Often customers call frantically because they are down to their last sheet of letterhead; they have an important out of town business meeting in two days and they're all out of business cards or they need to release an announcement to the press, but they'll need more press releases to do it. Everyone who has experienced this type of stress can understand the importance of plan-

ning.

If a plan exists, there is a direction for people to follow. Much like a road map, a printing plan takes into account all possible detours, warning signs, delays, etc.

Start with an inventory of your current printed materials. Make sure one person is in charge of keeping the inventory. When someone needs an item, they should let the person keeping inventory know. This way your company

always has an accurate count of all printed materials. Mark your second to last box of letterhead, envelopes and business cards with a reminder slip. If you call us when you reach the slip, we can print more of the item before you run out completely.

When creating a new promotion or printed item, start with a plan. Determine what you want to create and all the steps that will be involved in creating it. The checklist below will help you. Please ask our customer service representatives if you have any questions.

Any time you want something printed, review the checklist below. You'll save yourself time and in many cases, money. When we know exactly what you want and all the steps involved, we can give you an accurate projection of how long it will take and how much it will cost. Ask yourself the following questions:

## Initial Review

1. If this job is a reorder, have I carefully reviewed my artwork to make sure there are no changes? Have I gotten rid of any obsolete printing so I cannot hand you an old piece of artwork by mistake? Have I also let you know about any artwork that should be



removed or destroyed (e.g. an old address, old name)?

2. If this is a new order, have I discussed the project with you before designing it? I understand that discussing it first may save me time and money in the long run.

Some designers create beautiful pieces that have to be scrapped because they are too expensive to mail or they end up being over budget. Our customer service representative can help you find a design that will fit your budget.

### **Pre-press**

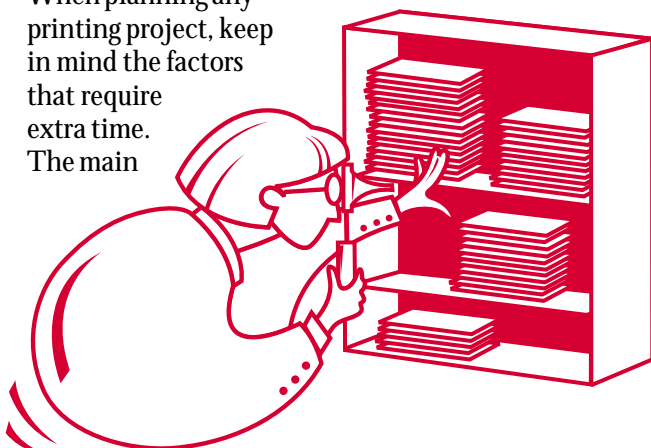
1. Have I submitted camera-ready copy or a disk? If I have not, I understand that I will incur extra time and charges for typesetting.
2. Do I know what fonts I want to use for my project?
3. Have I included all fonts and graphics for my project on my disk?
4. I understand that photographs will require halftones and that if I'm going from color pictures to black and white ones, certain images may not turn out. I also understand that I will incur extra charges for halftones for each of the pictures.

### **Printing**

1. Do I know what the finished piece should look like?
2. Do I know what paper color and type I want to use?
3. Have I brought in an example of what I want?

### **Factoring in Extra Time**

When planning any printing project, keep in mind the factors that require extra time. The main



factors include: drying time, bindery, mailing and specialty processes.

### **Drying Time**

Sometimes customers make a rough estimate of how long a job should take to print, but they forget drying time. Any time a job is printed on two sides, has bleeds (ink running off the edge of a page) or is run on slow drying paper, it will take us extra time to get it to you. If we were to rush and put such a job into a box, the pages could offset. This means that the image from one page could transfer to the page above it.

Most jobs should sit for a minimum of four hours. Drying time can increase or decrease depending on weather changes.

### **Bindery**

Each bindery process adds another step to the job's production. So, when a job needs to be collated, folded, scored, perforated, stapled or bound it requires extra time.

### **Mailing**

Make sure you've taken into account the mailing time and requirements involved. Do you plan to send your piece at bulk rate or first class? Certain size and shape requirements must be followed to receive mailing discounts.

### **Specialty Processes**

Thermography, foil stamping, die cutting and embossing add beautiful, eye-catching effects to printing, but they require extra time. It is also important to know that thermography, foil stamping, die cutting and embossing are much slower processes than plain offset printing.

It's always a good idea to include a few extra days when planning a print project. We cannot foresee things like paper mill time

lines, back orders, and delivery scheduling. Just as in every other business, planning ahead and allowing a few extra days can make print planning profitable and easier. Make sure your time frame allows for proof-reading of the job and corrections if you have any.

### **Meeting Your Expectations**

We understand that emergencies will still come up from time to time, but hopefully you'll now be better prepared to deal with them. We want to give you what you want, but unless we know what that is, it's sometimes hard to do. Letting us know exactly what you want eliminates ambiguity.

Your expectations need to be known and the best way to convey them is to fax, mail or hand deliver samples you have seen in the past that reflect the image you want to express. If you have ever had someone send you something you admired (e.g. an invitation, a brochure or an advertisement that is inspirational), keeping it on file can be useful.

A sample provides everyone involved in your printing order with the essential link in the equation of "what+what=customer satisfaction." When in doubt make an appointment. Call us. We'd be glad to consult you on your order.

Remember when planning a printing job you can never be too specific or ask too many questions. If you think you sound like a 911 operator checking for vitals, you're on the right track.

When you understand the processes involved in making your job a reality, you can plan your printing with confidence. A little advance planning will help you get great results in a timely manner.

# The Idea Corner

**E**stablishing a system for print buying can save your company lots of time and money. When possible, it is best to have one person from your company work directly with our customer service representatives. This way things do not get lost or miscommunicated as they sometimes do when more people are involved.

The person or people appointed for print buying should maintain a log that indicates the title and quantity of printed materials on hand. This log should also contain a place to write in materials that need to be ordered. Having a log makes it easy to stay in

## Create an Internal Ordering System

control of your printed materials. It helps you know what you have, what you need and when you need it. Logs also make future reference easy.

We recommend that you keep two binders of all your printed materials. One should have a clean copy of all your existing forms, brochures, etc. The other should contain a working copy of them. This way people from your office can add any changes that need to be made as they think of them. Then, when it's time to order more, you can review the working copy and let us know what changes should be made. Make sure you remove any old artwork so that it doesn't accidentally get printed.

Some companies ask for all printing orders to be in by a certain day of the month so that the buyer(s) can handle

all jobs at the same time. The most important aspect of an internal ordering system is to establish one that works for you and that addresses the specific needs of your company.



## Q&A Questions And Answers

**Why can't I get a quote right away? Why does it take so long to get a price?**

**A**sking these questions is like asking a chef why a home made pie can't be ready in a few minutes. Most orders that we print are custom jobs requiring their own individual pricing. Giving you the best price, quality and service requires that we do our homework. However, there are two things you can do to get quotes more quickly.

One of the best ways to speed the quote process is to present an accurate request. Sometimes customers forget to tell us an important aspect of their job and we have to price the job all over again.

When getting a quote, make sure you're ready to tell us the quantity you want, how many colors you want and any special handling (e.g. bindery work, thermography, embossing) that needs to happen.

Does your job need extra artwork preparation? Will it be output to a service bureau? Can the paper be obtained? Is it a special order? Does the job need extra artwork preparation? When all the details are provided and there aren't many variables, an estimate should usually take less than 24 hours.

The more specific you are, the more specific a quote you can get. It often helps to bring in a sample of what you want the finished piece to look like and a list of all the things you want done with the job.

Another way you can make the quoting process faster is to submit requests by fax. This saves your phone time for more important matters. It also enables you to make the request whenever it is convenient for you. Finally, it puts all the details of your job in writing so communication is clear.

Whenever you call for a quote it is always best to follow up with a fax. Faxes also make reorders easy.



**D**o you ever wish you could squeeze just five more minutes into your day. Two printing tools exist to help you do just that.

Camera-ready logo slicks are sheets printed with your logo in a variety of sizes. You can use them with ads, brochures and any other printed materials.

All you'll have to do is find the size you need, cut it out and place it where you want it. You'll have beautiful camera ready art at your fingertips!

Suppose you have extra copier paper around the office. You can use it to

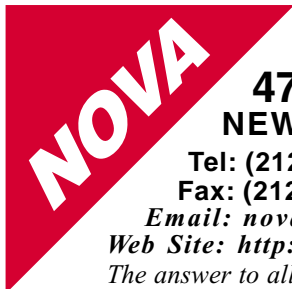
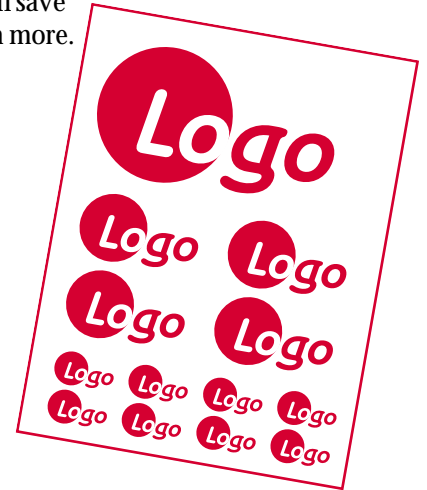
make instant company notesheets. Simply cut out a small logo. Paste it in the middle of the top of a sheet of paper, and make as many copies as you need.

Have you ever run out of all your business cards or letterhead? Chances are at some time you have. As you know, time becomes critical in such circumstances. To save yourself time and money, we suggest masters. Masters are large print runs of an item containing all elements of a job that stay the same (e.g. company name, address, phone number, logo).

Since we are able to take your masters and imprint business card names, press release information, etc. in one color, the items will dry faster.

## Master Your Production Time

Masters also save you money. They save the extra ink charges you would pay each time you ordered business cards or letterhead that had more than one color. When you make masters of jobs that involve embossing, foil stamping and other specialty processes, you'll save even more.



*Serving the Financial District for over 35 Years*

**47 ANN STREET  
NEW YORK, NY 10038**

**Tel: (212) 349-1233 • 349-4545**

**Fax: (212) 406-7074**

**Email: [nova@novaoffset.com](mailto:nova@novaoffset.com)**

**Web Site: <http://www.novaoffset.com>**

*The answer to all of your printing needs.*

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
NEW YORK, NY  
PERMIT NO. 4396