

## **WORKING WITH A PRINTER: THE FINAL DETAILS**

Getting the job specification right is an important part of the process.

The following information should be included with the order:

### **Confirmation of Specifications**

Confirm specifications as quoted are correct and highlight and discuss any changes from the quote.

### **Provide a printed sample/folding dummy**

Provide a set of the latest hardcopy lasers for reference and a folding dummy to show how the file should work. Provide the digital files as specified by the printer.

### **Color**

Some organizations have their own specific inks mixed for them as opposed to PMS colors. If this is the case ensure you provide any information you have on this such as the ink manufacturer's code. If there are specific colors that need to be matched, it would be worth providing a printed sample to match to on the press.

### **Press Check**

Is a press check required? If so provide contact information.

### **Delivery Date**

Ensure you specify when a job is required, and check that the dates are feasible. For more complex jobs you may wish to request a time line which details how much time will be needed for the various stages. Where possible, contingency time should be built in to allow for any second proofs that are required.

### **Delivery**

Where is the job to be delivered to? Are there any distribution or mailing requirements?

### **Invoicing Details**

Who should the job be invoiced to, and are there any purchase order details or further information required on the invoice?

### **Proofing**

Proofs should be viewed as if they are the finished printed product, once the job reaches the press and then mistakes are spotted the practice of correcting these can be an expensive process.