

# Inspect Your Specs

PRINTING TIPS & TRICKS **2**



There is nothing more frustrating than last-minute surprises, especially when you are on a deadline.

## *Get Spec Specific*

Planning your print job and being thorough can make your print experience smooth, reassuring, and successful. Take the time to write out everything ahead of time.

Double-check these specifications before getting too far into the print process:

- Colors
- Size
- Proofing Options
- Number of Copies
- Finishing Options (coating, embossing, foiling, etc.)
- Binding Options (saddle stitched, perfect bound, wire-o, etc.)
- Delivery Date and Method
- Mailing
- What kind of conditions will it be exposed to (heat, cold, sun, etc.)?

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We provide a toll free telephone and fax service.

Contact us by phone: **(478) 788-0676**

or toll free: **(800) 622-0676**

Contact us by fax: **(478) 788-4276**

or toll free: **(888) 788-4276**



## *Assemble Your Options*

When choosing your specifications, be sure to familiarize yourself with the printing options which are available.

Printing with Panaprint gives you infinite printing possibilities! Your Panaprint sales representatives will explain your printing options with you. Ask us about our presses and our finishing and binding options. We also offer other embellishments for your printing, like tip-on services, embossing, and foiling.

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## ***Pick Your Paper***

Take paper, for example. There are literally thousands of paper choices out there. So how do you choose?

Paper can be the largest expense in a print job, so it is very important to understand how your paper choice will impact your budget. When considering which paper to use, know the performance characteristics that will be needed – durability, shine, fold ability, etc.

With so many options, paper choice can be a bit overwhelming. Ask us! The experts at Panaprint can recommend a house paper to fit your project and your budget. Not all paper is created equal. Let our experience in printing save you time and money.

## ***Determine Your Design***

Take advantage of Panaprint's professional design services, and let us do all the work!

- Tell our design team what you have in mind, and let them create it for you.
- With our extensive high resolution stock photography collections and our innovative and creative designers, we can customize any print media project into a dazzling presentation for you. We create clean, professional artwork ready for the press.
- Many printers retain ownership of the design and electronic files they produce for you, and you may have to pay for them again! Our policy is that these items belong to you.

## ***Bulletproof Your Proofs***

Be thorough. Be stringent. Consider every detail. Check it twice. Then check again.

- Let an additional person look over your proofs. A fresh eye may catch things you didn't.
- Don't let your project go to print until you are completely satisfied with the way it will look.

## ***Map Out Your Mailing***

Panaprint can take your project from start to finish with our in-house mailing services.

- With today's frequently changing postal rules and regulations, allowing us to handle your mailing needs will minimize postal and project costs.
- We also provide drop shipping and fulfillment services.
- Make sure you take a look at our Mailing List Guidelines and Mailing Service Guidelines to help guide you through the mailing process. Your sales representative can provide a copy, or you may find them on our web site.
- Our mailing technicians, along with our customer service professionals, are always available to give you expert assistance.

*When in doubt, just ask your sales or customer service representative. For printing, for binding, for mailing, for design... Relax! Panaprint is all you need!*