

## Print specifications and information

### Assistance

As there is no substitute for knowledge we encourage customers to ask us for advice before the job is started.

This booklet is designed to assist clients in planning and producing print jobs in the most efficient and cost effective way possible. We are your printer and endeavour to work with you to produce a quality job meeting or exceeding your expectations.

Following are our specifications, preferences and a little advice necessary to ensure minimum confusion and expense. While we have attempted to answer all possible questions arising there will of course be areas not covered which will require clarification.

### Quotations

All quotes require accurate information. If some details are not available the quotation is subject to change. Quotes are free and generally completed within three working days.

#### We need from you:

#### Personal contact details

#### Number of colours

#### Number of pages

#### Type of paper

#### Quantities

#### Finishing requirements

#### Services Provided

- Books
- Magazines
- Business Cards
- Letterheads
- Invoice Books (Duplicate, Triplicate, etc.)
- Posters
- Certificates
- Promotional Brochures
- Packaging
- Self Adhesive Labels (sheets)
- Die Cutting
- Gold Foiling
- Barcode Labels
- Rubber Stamps
- Continuous Stationery
- Stationery
- Occasion Cards
- Calendars

### Digital Printing

Digital printing imposes limitations on the type of paper used to the specified weights only in white. Digital printing is best used for short run colour work where it compares favourably with conventional offset printing. A break-even point in comparison with offset printing is reached around 500 copies, quantities above this are usually best produced by offset printing – this does vary depending on the specifications of the job. Quotations can be produced if requested, to illustrate the most cost effective method of producing your job. Another benefit associated with Digital Printing is rapid turn-around times. It is possible to print most jobs on the same day final approval of proof has been given, whereas offset printing requires 5 working days from final approval – shorter by arrangement if required. Self-adhesives and transparent film can also be printed digitally, please talk to our staff regarding your requirements.

No other printer in Gisborne can offer the colour printing turn-around time we can, with total in-house production from design / process film / colour film proof and production.

**Maximum Sheet Size: SRA3**  
**Minimum Sheet Weight: 80 gsm**  
**Maximum Sheet Weight: 300 gsm**

### Printing Offset

Offset Printing is the most versatile method of producing printed goods. A huge range of papers and card in various weights, finishes and colours are available, our staff can offer advice and supply samples to meet your particular application.

Additionally an extensive range of Pantone Colours are available, colour sample books are available for your perusal on request.

Die cutting to virtually any shape is available, drawing a keyline of shape to be diecut plus a dieknife. Gold foiling is also available requiring artwork of the image to be foiled plus a magnesium block. Finished printing can be protected by applying a coat of clear varnish or to give a high gloss/matt finish, a tough plastic laminate may also be applied if required. This is available to digital printed work, however, because silicone fuser oil sometimes prevents laminates from adhering to paper no guarantee can be given.

## Pre-Press

Our design facility is PC based. Macintosh files and disks are generally acceptable but are treated on a case-by-case basis.

(please contact us for advice)

## Software

Adobe In-Design CS

(use 'Package' utility)

Adobe PhotoShop CS

Adobe Illustrator CS

(make sure fonts are converted to paths, colours are spot or process and embed all links)

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

Microsoft Publisher (not recommended)

- X** Files originated with any of the above application software are usually acceptable, however some versions of these programmes are unsatisfactory. Please ask for advice before preparing a file. We are able to accept MS Publisher files but do not recommend the use of this software for commercial printing. Publisher is suitable for desktop publishing but is unreliable when used to output film separations. Publisher files require conversion to PageMaker or InDesign format resulting in additional pre-press time and expense to the client. Graphics used should not be copied into the publication but supplied as TIF, EPS, JPEG etc at the specified resolution. Fonts should also be included or converted to curves or paths.

## Important Note

Again, please note that in our experience a large number of jobs supplied as a ready to print file contain errors and are not always designed and planned in the most efficient way possible. This can give rise to unnecessary expense.

**Include every linked graphic.**

This publication is NOT designed to frighten or dissuade you but to inform. This in turn will save you money, us some grief, and we will create a partnership that will benefit both parties. You will get the product you expected and the friendship will grow.

## Types of files

Tiff

(Greyscale or colour (CMYK) images at 300 dpi, Line art at 600 dpi)

Eps

(type converted to paths)

Jpeg

(300 dpi preferred – 72 dpi resolution is generally too low for quality printing)

## Media

USB Memory Stick

CD 750MB

DVD 4GB

## Email

We can accept relatively large files. However, please try to keep file sizes kept below 10mb. Files larger than 10mb should be supplied on memory stick or sent via 'Sendspace.com'.

## Photographs & Line Art

Photographic prints and magazine cuttings are acceptable for colour or greyscale scanning. The best results when scanning line art are obtained using good quality black on white copy. However although line art supplied printed on coloured paper can be accepted, a reduced print quality may result. Where scanning does not result in a sufficiently high quality line art graphic it is possible to redraw the graphic. This is an expensive time consuming task and is only undertaken after consultation with the client. Quotations are available on request.

## Additional Work

Necessary work, additional to that which has been quoted, will be discussed with the client before starting.

## Paper

Paper is available in a range of colours, weights and finishes. Please take advantage of our expertise when choosing a paper for your particular requirement. We have samples available in-house along with a description of the paper's attributes, cost and applications.

## Colour



Our first reference to colour is via the Pantone Book. This shows samples of over 1000 colours and should be used as a guide only. Jobs printed using Pantone colour inks will vary slightly from the Pantone book from one printing job to another even if printed on the same paper as sample book. Pantone colours are termed "Spot" colours and when printed as such will closely match the Pantone sample book. These colours can also be printed as part of a four colour process set but will vary significantly from the Pantone book colour due to the fact they are made up of the three primary colours plus black, not a dedicated ink mix. Using coloured and uncoated papers results in major shifts in a colour's appearance from the Pantone Book. The effect a paper's colour may have on the ink colour should be considered and understood prior to printing to avoid disappointment in the finished job. Four colour work is best printed on white coated stocks. It should also be noted that colours printed digitally will vary significantly from the Pantone Book and consequently will not match the same colour printed offset. We can advise you of what can realistically be expected from a print run prior to printing and the best way to produce your work if colour consistency is important to you job.

## Deadlines

Te Rau will always endeavour to produce your job on time. However, occasions do arise when we are unable to deliver work on time but we will do everything possible to meet your production needs. Each day lost prior to final approval being given can result in the delivery date being put back by the equivalent number of days.

## Copyright

We will use any material supplied necessary to print your job. It is, however, your responsibility to seek permission, where necessary, to reproduce this material. We reserve the right NOT to use this material.

No liability is accepted by Te Rau Press Ltd.

## Appointments

If the need arises to visit one of our pre press staff regarding any work we are undertaking on your behalf it is always best to make an appointment rather than turning up on spec and finding the person you wish to see is unavailable. Discussion time with pre press may be charged to you – please bear this in mind and make your visits as brief as possible.

## Supplied Files

On receipt of a job supplied as a finished digital file we undertake to open the file, check for obvious errors and supply a proof to the client. On receipt of client's final approval we will impose and print the job. Errors found after this process are the client's responsibility.

## Proofs

Proofs will be supplied for all changes. It is your responsibility to carefully read all copy - not just the changes.

Errors found after the proof is signed-off are your responsibility.

## Bookwork

All books that are to be sold to the general public require an ISBN number. These are supplied free by the NZ Library and are applied for on your behalf by us. There is, however, a condition that THREE books are made available to the Library for their files.

**Attach hard copies (lasers) of your files.**



**Choose colour "by the PMS (Pantone Matching System) numbers" not by what you see on your monitor.**

## Finishing

The processes below are all available to both work printed by us and to printed work supplied by our clients for finishing.

- Creasing • Folding • Collating
- Perfect Binding • Stapling
- Trimming • Binding • Glueing
- Packing • Forming diecuts
- Stringing • Shrinkwrapping
- Delivery