# Production 101

Presented: November 13, 2024

# Agenda

Printing:

- Flatwork
- Envelopes
- Ink
- Paper
- Finishing

Data Processing

Personalization

Mailshop

USPS, Postal Logistics and Mail Tracking

Production Workflow

Common Production Oversights

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# Printing: Flatwork

# Offset Lithographic Printing Basics

✓ Printing Plate contains the image to be printed

✓ Plate is dampened, and ink adheres only to dry area (image)

✓ Image rolls onto Blanket Cylinder

✓ Paper pulled through and pressed against Blanket Cylinder by Impression Cylinder





WATER → ← INK

PRINTING PLATE →

BLANKET CYLINDER

IMPRESSION CYLINDER →

By V.Ryan
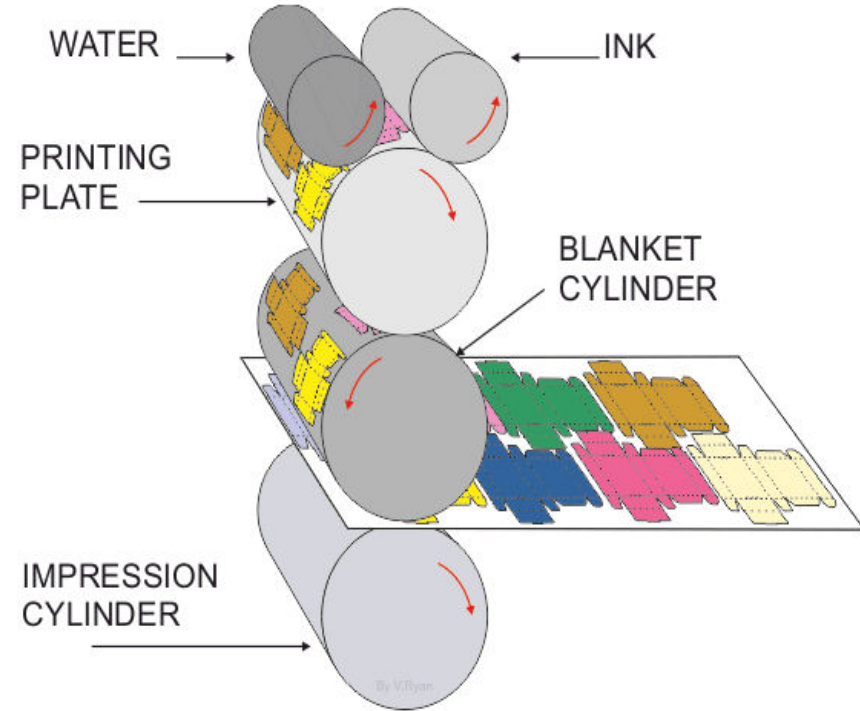
# Flatwork: Sheet Fed Press

- ✓ Press that prints on single sheets of paper
- ✓ Bindery functions produced offline
- ✓ Common sheet sizes from 8 ½" x 11" up to 28" x 40"
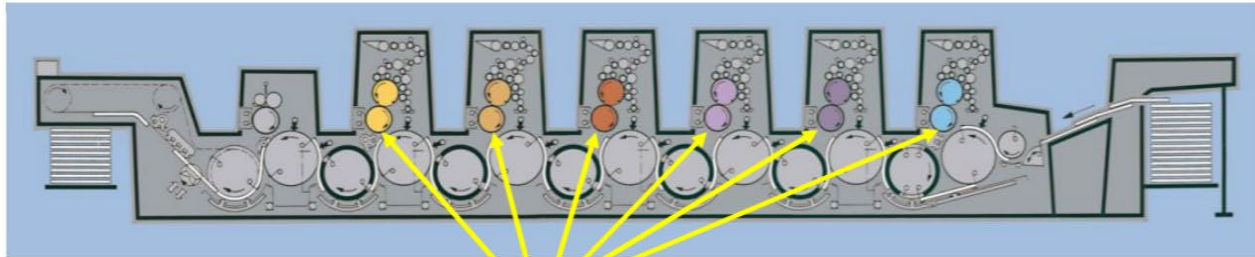


paper comes out . . .
(delivery system)

each unit prints <u>one color</u> of ink
on <u>one side</u> of the paper

paper goes in . . .
(feed system)

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# Flatwork: Web Press

✓ Web offset prints at high speeds on large rolls of paper often on both sides simultaneously, using in-line printing units and finishing systems

✓ Web presses are bulky and expensive, but widely used for large volume applications

✓ Common sheet sizes from 11" x 17" to 22½" x 40"



4 colors print on side two

4 colors print on side one

paper goes in . . . (feed system)

Perfecting unit turns paper over
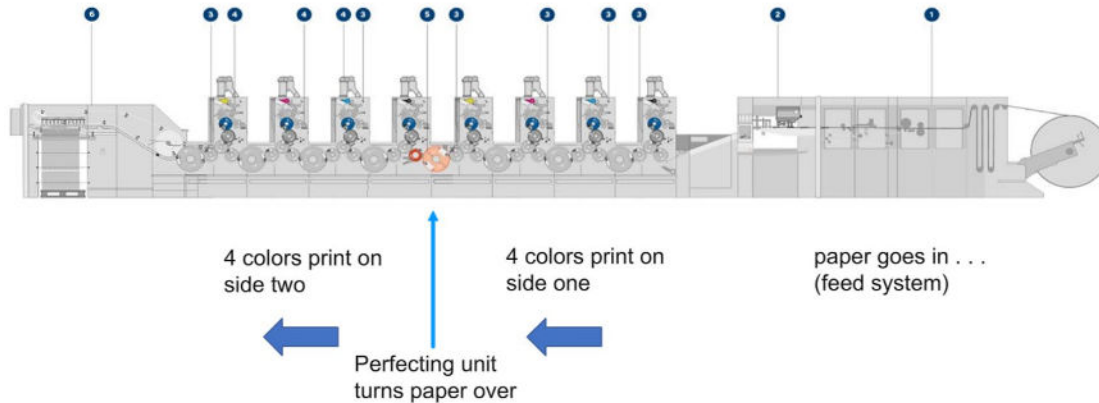
# Printing Flatwork: Sheetfed vs. Web Print

**SHEETFED PRINTING:**

- ✓ Prints on large sheets of paper
- ✓ Effective for short to medium quantity runs
- ✓ Capable of superior print quality
- ✓ Unlimited paper options
- ✓ Flexibility in size of printed piece
- ✓ Generally, more expensive than web printing (Unless small quantities)

**WEB PRINTING:**

- ✓ Prints from roll of paper
- ✓ Effective for long print runs
- ✓ Good print quality, less consistency
- ✓ Limitation on size of printed piece
- ✓ Limited on paper stocks
- ✓ Only some in-line bindery functions
- ✓ Generally, less expensive than sheet fed

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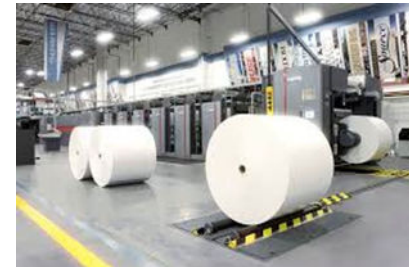
# Printing: Envelopes

# Envelopes: Measuring

# Standard Envelope & Padded Mailer Sizes

**Standard Envelope Sizes**

| Type | Size | Decimal |
|------|------|---------|
| #6 ¾ | 3 ½ x 6 | 3.5 x 6 |
| #6 ¾ | 3 ⅝ x 6 ½ | 3.625 x 6.5 |
| #7 | 3 ¾ x 6 ¾ | 3.75 x 6.75 |
| #7 ¾ | 3 ⅞ x 7 ½ | 3.875 x 7.5 |
| #8 ⅜ | 3 ⅝ x 8⅜ | 3.625 x 8.375 |
| #8 ⅝ | 3 ⅝ x 8 ⅝ | 3.625 x 8.625 |
| #9 | 3 ⅞ x 8 ⅞ | 3.875 x 8.875 |
| #10 | 4 ⅛ x 9 ½ | 4.125 x 9.5 |
| #11 | 4 ½ x 10 ⅜ | 4.5 x 10.375 |
| #12 | 4 ¾ x 11 | 4.75 x 11 |
| #14 | 5 x 11 ½ | 5 x 11.5 |
| 6 x 9 | 6 x 9 | 6 x 9 |
| 9 x 12 | 9 x 12 | 9 x 12 |
| A2 | 4 ⅜ x 5 ¾ | 4.375 x 5.75 |
| A6 | 4 ¾ X 6 ½ | 4.75 X 6.5 |
| A7 | 5 ¼ X 7 ¼ | 5.25 X 7.25 |
| A8 | 5 ½ X 8 ⅛ | 5.5 X 8.125 |
| A9 | 5 ¾ X 8 ¾ | 5.75 x 8.75 |
| A10 | 6x 9 ½ | 6 x 9.5 |

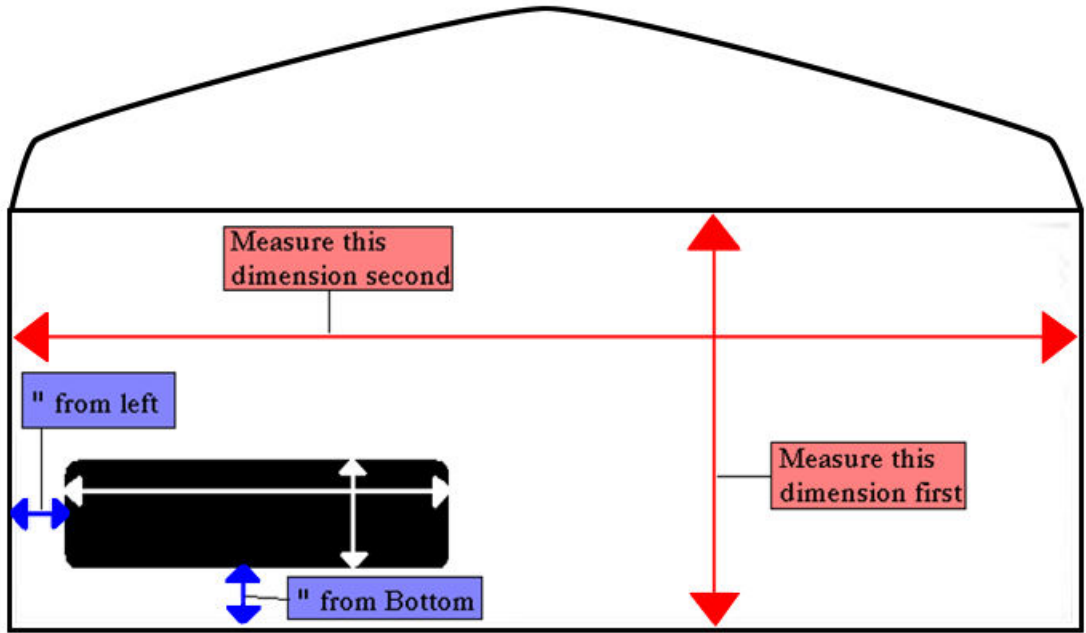**Padded Mailers**

| Type | Size | Usable |
|------|------|--------|
| 000 | 4 x 8 | 4 x 6 ½ |
| 00 | 5 x 10 | 5 x 8 ¼ |
| 0 | 6 x 10 | 6 x 8 ¼ |
| 1 | 7 ¼ x 12 | 7 ¼ x 10 ¼ |
| 2 | 8 ½ x 12 | 8 ½ x 10 ¼ |
| 3 | 8 ½ x 14 ½ | 8 ½ x 13 |
| 4 | 9 ½ x 14 ½ | 9 ½ x 13 |
| 5 | 10 ½ x 16 | 10 ½ x 14 ¼ |
| 6 | 12 ½ x 19 | 12 ½ x 17 ¼ |
| 7 | 14 ¼ x 20 | 14 ¼ x 18 ¼ |

# Envelopes: Windows

- ✓ Standard Window Sizes and Placement
  - ✓ Standard Left Window (SLW)
    - ✓ From Left: 7/8"
    - ✓ From Bottom: 5/8"
    - ✓ Height x Width: 1 1/8" x 4 ½"
  - ✓ Poly vs. Open vs. Glassine



URGENT RENEWAL NOTICE

4.5 x 1.125
(.875" from left, .625" from bottom)

REMINDER

# Envelopes: Jet Offset Printing
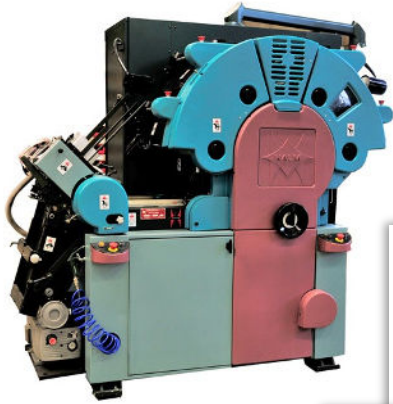


- ✓ Printed AFTER envelope is converted (Folded)

- ✓ Good quality

- ✓ Machine limitations

  - ✓ No Large solids

  - ✓ No Bleeds

  - ✓ No Heavy screen coverage

  - ✓ Can Print up to 4 colors

  - ✓ Fastest to print standard size envelopes

# Envelopes: Flat Sheet Litho Printing

- ✓ Printed BEFORE envelope is converted

- ✓ Printed prior to die cutting and converting

- ✓ BEST quality

- ✓ Most expensive and time-consuming process

- ✓ No limitations!
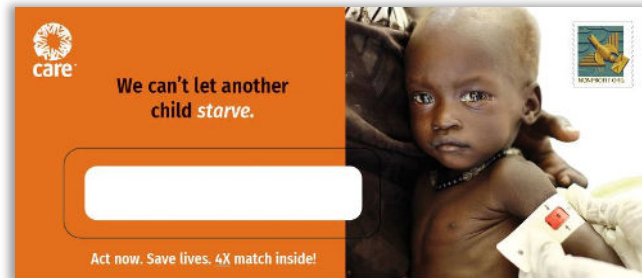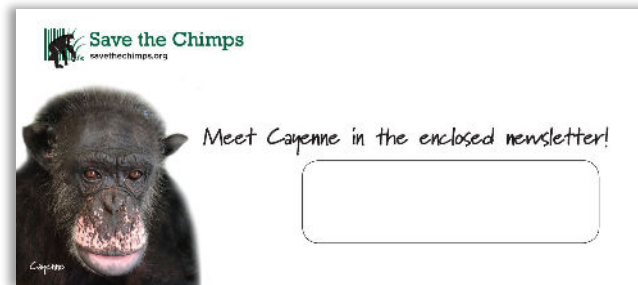
# Envelopes: Flexography Printing



- ✓ Printed AS envelope is converted
- ✓ Typically for simple line copy where quality not as important, i.e. return envelopes
- ✓ Enhanced Flexo - 4cp
- ✓ Economical for large print runs 100M+
- ✓ "Rubber stamp" look

# Envelopes: Flat Sheet/Flexo Press Sheet Example
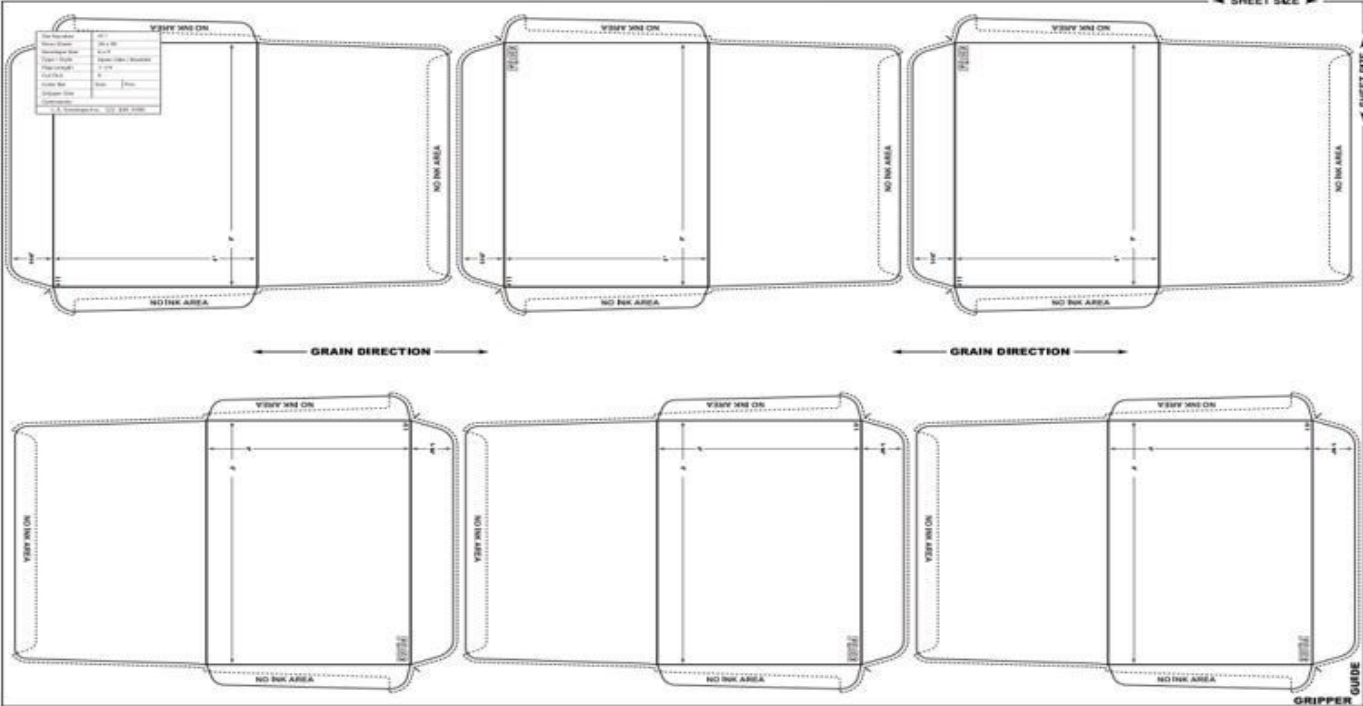
# Printing: Ink

# Printing: Ink Basics



- ✓ Ink Dries by absorption and oxidation
    - ✓ Some colors require more time than others, i.e. Reflex Blue
- ✓ Types of inks:
    - ✓ Quickset, Heat-set, Non-Heat-Set, UV inks
    - ✓ Soy Based, Water Based (Environmentally friendly)
- ✓ Laser personalization requires specially formulated inks

# Printing: Pantone Ink Matching System

✓ Pantone guide most common in USA

✓ Guide ONLY

✓ Pigment and other raw material used to make ink is
   constantly changing

✓ Ink manufacturers adjust formulas to match
   expectations that Pantone sets

# Printing: Ink Screen Tints



Spot Color

Screen Tints of Spot Color
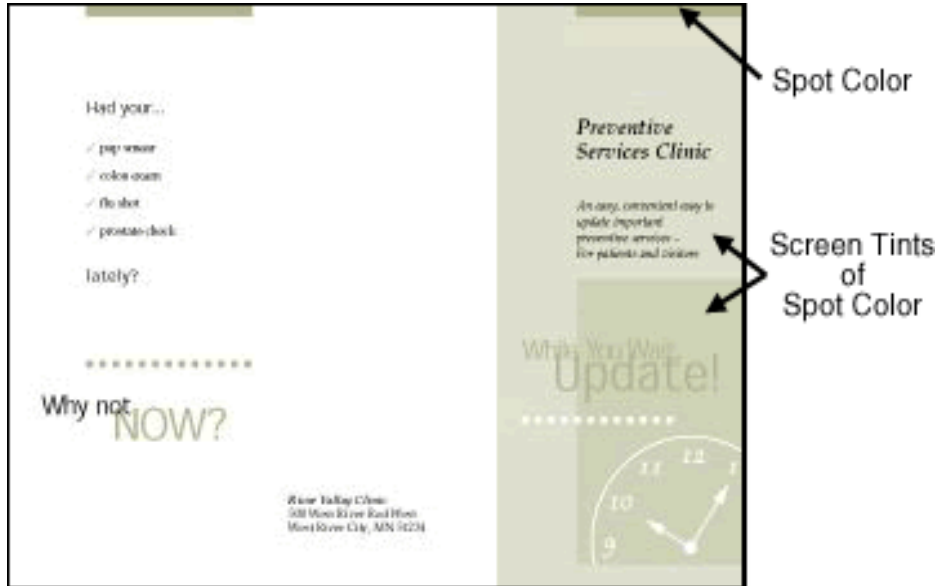
- ✓ Color created by dots instead of solid ink coverage

- ✓ Appear less dense than solid coverage to simulate shading and lighter colors

- ✓ Two or more tint colors may overlap to create additional colors



| 100% Solid | 80% Tint | 60% Tint | 40% Tint | 20% Tint |

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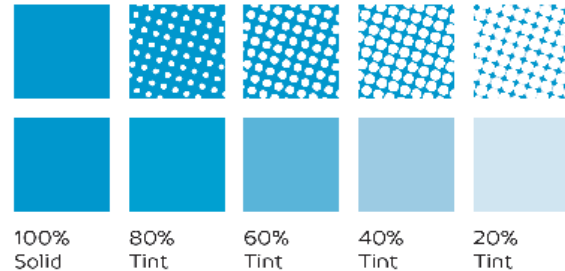
# Printing: Ink Halftone
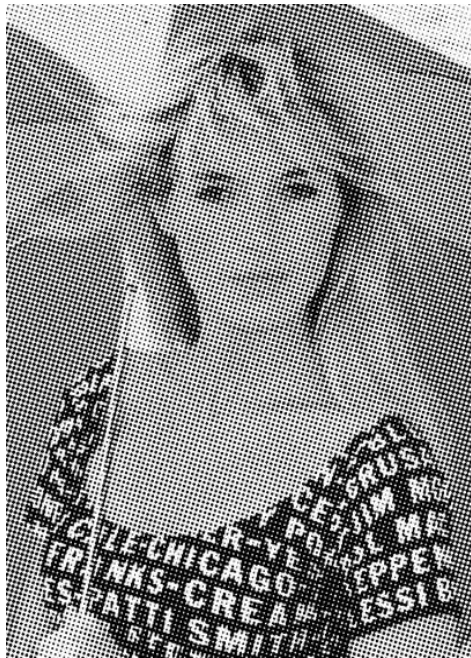


- ✓ Traditional photograph consists of continuous tones — tonal transitions of color hues

- ✓ Printing press cannot produce such continuous tones

- ✓ Instead combines printed and non-printed surfaces of paper to achieve a similar effect to naked eye

- ✓ Printed image divided into very small parts, which referred to as halftone screening

- ✓ In light areas, dots are small; in darker areas, dots are large

# Printing: Ink Duotone

Photograph reproduced using two halftones printed simultaneously.



Black printer



Process blue printer



Duotone

# Printing: 4-Color Ink Process

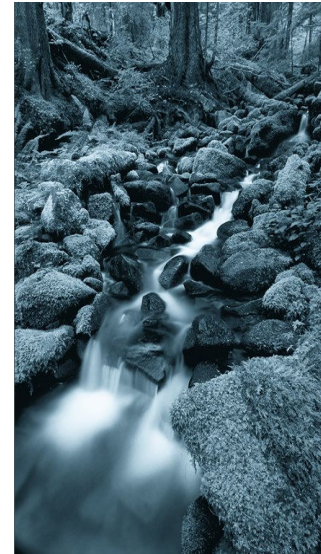Printing technique using process colors — Cyan, Magenta, Yellow and Black (CMYK) — to simulate full color images



Black Printer

Cyan Printer

Magenta Printer

Yellow Printer

# Printing: When it Comes to Ink, Paper Matters

Here's the same ink on a variety of paper stocks.

# Printing: Using 4-Color Process to Create PMS Builds

**PANTONE
232 C**
R 233 G 60 B 172
HTML E93CAC

**PANTONE
232 CP**
C   M   Y   K
6   70   0   0

**PANTONE
185 C**
R 224 G 0 B 52
HTML E00034

**PANTONE
185 PC**
C   M   Y   K
0   92   76   0

**PANTONE
1767 C**
R 250 G 177 B 194
HTML FAB1C2

**PANTONE
1767 PC**
C   M   Y   K
0   32   10   0

✓ 4-color builds can be produced of any PMS color but are NEVER 100% match

✓ Instead of using special spot color mixing to create PMS Color, using Cyan, Magenta, Yellow and Black to replicate PMS color

✓ Result is often "color shift" which typically mutes color or flattens it out

# Printing: Ink Bleeds



Cut offs (sections to be removed)

Trim Line

Bleed 1/8"

Bleed 1/8"

Full size artwork
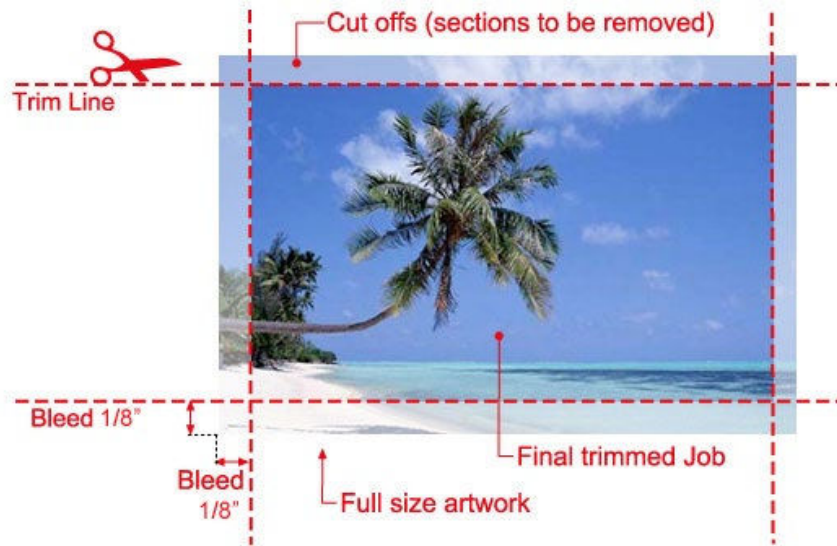
Final trimmed Job

- ✓ Printing that extends to edge of sheet or page after trimming

  - ✓ To accommodate for bleeds, printer must print bleed area larger than final trim size

  - ✓ Page then trimmed through to bleed area

- ✓ Requires more paper and production time (>$)

# Printing: Post Print Coatings

### Aqueous Coating

- ✓ Liquid Polymer used to coat and protect a printed sheet.
- ✓ Dries faster than varnish
- ✓ Can come in various textures
- ✓ FLOOD COAT ONLY

### Varnish

- ✓ "Clear" ink
- ✓ Can come in various textures
- ✓ Flood Coat OR SPOT VARNISH (requires additional plate)

# Printing: Paper

# Printing: Paper Weights

Basis weight equals the ream (500 sheet) weight of the base size sheet. The heavier the basis weight, the thicker & sturdier the paper.

Common Direct Mail Paper Weights/Types:

Bond/Wove = Often used for envelopes.
- ✓ 20# ww, 24#ww, 28#ww

Offset/Text - Often used for letters, inserts
- ✓ 60# text, 70# text , 80# text

Cover Weights - Used for cards, thicker inserts
- ✓ 80# Cover, 100 # Cover

| Bond Ledger | Offset Text | Cover | Tag | Index | Points | *Caliper (inches) | millimeters | Metric (grams/sq meter) |
|---|---|---|---|---|---|---|---|---|
| 16 | 40 | 22 | 37 | 33 | 3.2 | .0032 | 0.081 | 60.2 gsm |
| 18 | 45 | 24 | 41 | 37 | 3.6 | .0036 | 0.092 | 67.72 gsm |
| 20 | 50 | 28 | 46 | 42 | 3.8 | .0038 | 0.097 | 75.2 gsm |
| 24 | 60 | 33 | 56 | 50 | 4.8 | .0048 | 0.12 | 90.3 gsm |
| 28 | 70 | 39 | 64 | 58 | 5.8 | .0058 | 0.147 | 105.35 gsm |
| 29 | 73 | 40 | 62 | 60 | 6 | .0060 | 0.152 | 109.11 gsm |
| 31 | 81 | 45 | 73 | 66 | 6.1 | .0061 | 0.155 | 116.63 gsm |
| 32 | | | 74 | 67 | | | | 120 gsm |
| 35 | 90 | 48 | 80 | 74 | 6.2 | .0062 | 0.157 | 131.68 gsm |
| 36 | 90 | 50 | 82 | 75 | 6.8 | .0068 | 0.173 | 135.45 gsm |
| 39 | 100 | 54 | 90 | 81 | 7.2 | .0072 | 0.183 | 146.73 gsm |
| 40 | 100 | 56 | 93 | 83 | 7.3 | .0073 | 0.185 | 150.5 gsm |
| 43 | 110 | 60 | 100 | 90 | 7.4 | .0074 | 0.188 | 161.78 gsm |
| 44 | 110 | 61 | 102 | 92 | 7.6 | .0076 | 0.193 | 165.55 gsm |
| 47 | 120 | 65 | 108 | 97 | 8 | .0078 | 0.198 | 176.83 gsm |
| 53 | 135 | 74 | 122 | 110 | 9 | .0085 | 0.216 | 199.41 gsm |
| 54 | 137 | 75 | 125 | 113 | 9 | .009 | 0.229 | 203.17 gsm |
| 58 | 146 | 80 | 134 | 120 | 9.5 | .0092 | 0.234 | 218.22 gsm |
| 65 | 165 | 90 | 150 | 135 | 10 | .0095 | 0.241 | 244.56 gsm |
| 67 | 170 | 93 | 156 | 140 | 10.5 | .010 | 0.25 | 252.08 gsm |
| 72 | 183 | 100 | 166 | 150 | 11 | .011 | 0.289 | 270.9 gsm |
| 76 | 192 | 105 | 175 | 158 | 13 | .013 | 0.33 | 285.95 gsm |
| 82 | 208 | 114 | 189 | 170 | 14 | .014 | 0.356 | 308.52 gsm |
| 87 | 220 | 120 | 200 | 180 | 15 | .015 | 0.38 | 312 gsm |
| 105 | 267 | 146 | 244 | 220 | 18 | .0175 | 0.445 | 385.06 gsm |

# Printing: Coated Vs Uncoated Paper
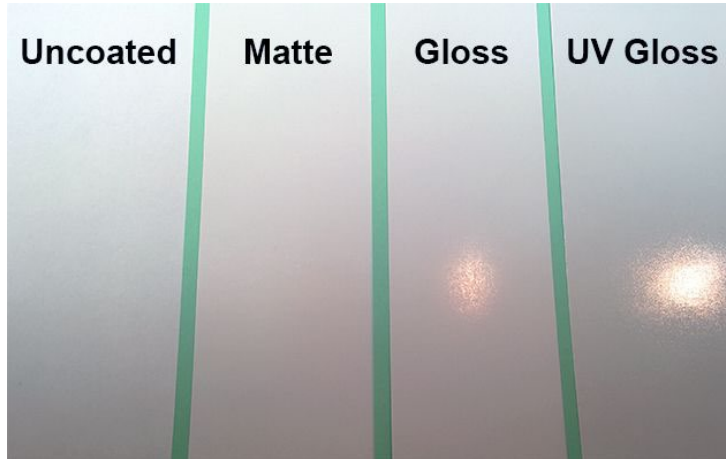


COATED TYPES

✓ Gloss: High Degree of Light Reflectance, "Shiny" Surface

✓ Dull/Matte: Little or No Gloss; Sheen Rather than Shine

UNCOATED TYPES

✓ Newsprint: Manufactured from Ground Wood Pulp Specifically for Web Printing of Newspapers

✓ Offset/Text: Manufactured for Lithographic (Offset) Printing

✓ Opaque: Offsets with Extra Opacity to Prevent Show Through

# Printing: Paper Finish - Uncoated

TYPES: Finish that imparts a look and feel

✓ **Smooth:** perfectly smooth to barely textured

✓ **Wove:** quite smooth, even sided

✓ **Vellum:** "toothy" feel

✓ **Laid:** subtle linear pattern consisting of vertical "chain lines" and horizontal "laid lines"

✓ **Felt:** elegant, "toothy" texture

✓ **Linen:** captures look of linen cloth
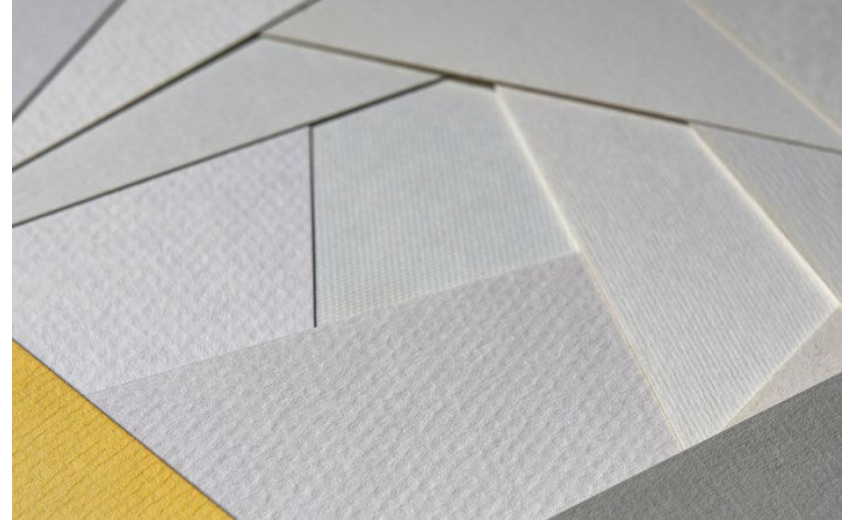
# Printing: Paper Brightness

**Paper Brightness:** The higher the brightness number, the whiter and brighter the paper looks. The whiter and brighter the paper, the more contrast – which means your documents will have bolder images, crisper text and brighter colors.

GRADE LEVELS

- ✓ Premium = 88.0 to 95.0 Brightness

- ✓ Number 1 = 85.0 to 87.9 Brightness

- ✓ Number 2 = 83.0 to 84.9 Brightness

- ✓ Number 3 = 79.0 to 82.9 Brightness

- ✓ Number 4 = 73.0 to 78.9 Brightness

- ✓ Number 5 = 72.9 and below

# Printing: Paper – Green Information

Recycled vs. Recyclable

Post-Consumer Waste

- ✓ 10% vs. 30% vs. 100%

FSC (Forest Stewardship Council) vs. SFI

(Sustainable Forestry Initiative)

- ✓ Purchasing wood and paper products from certified, reliable sources
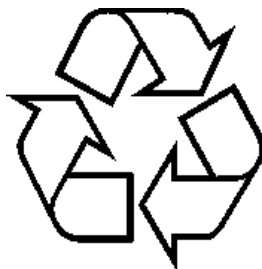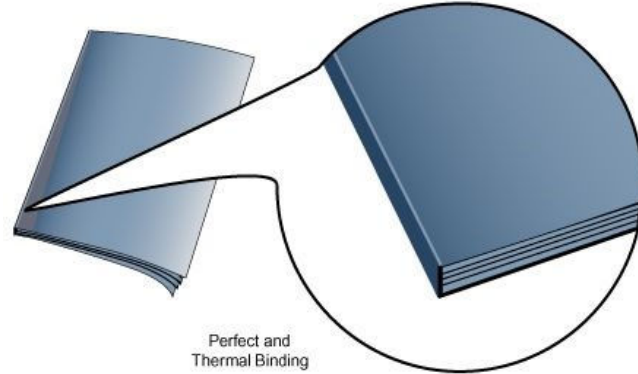
# Printing: Finishing
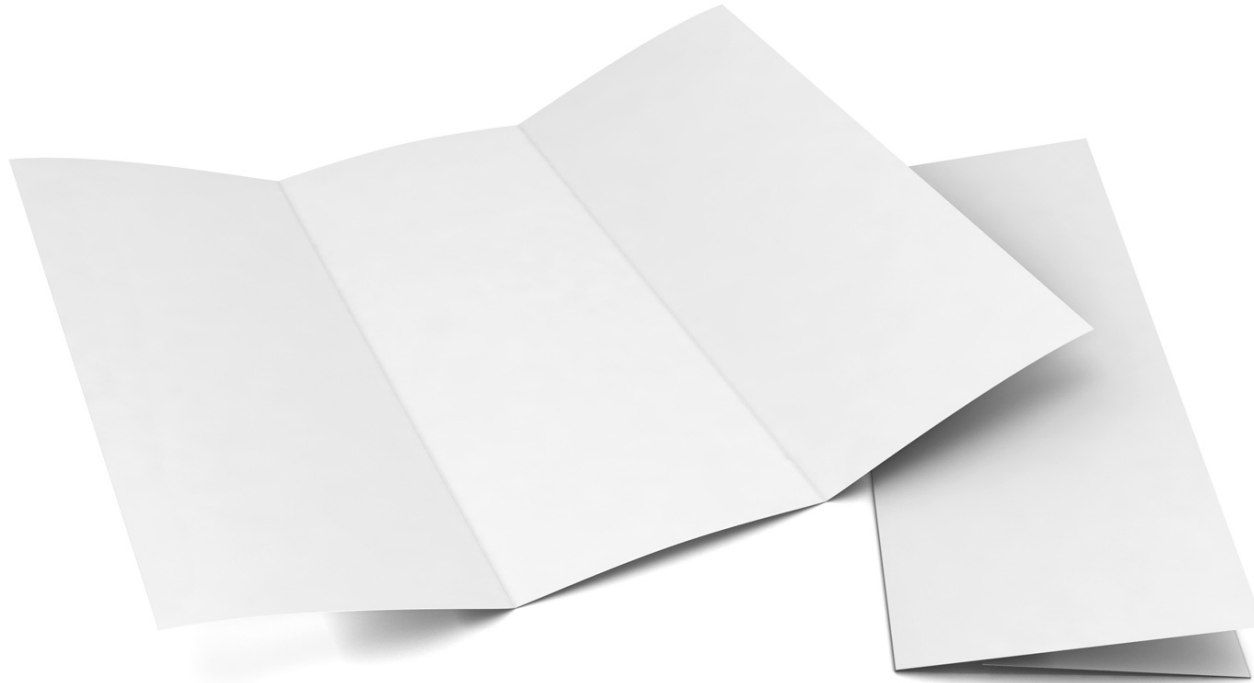
# Printing: Finishing Types

Scoring

Perfing

Stitching and Glue Binding
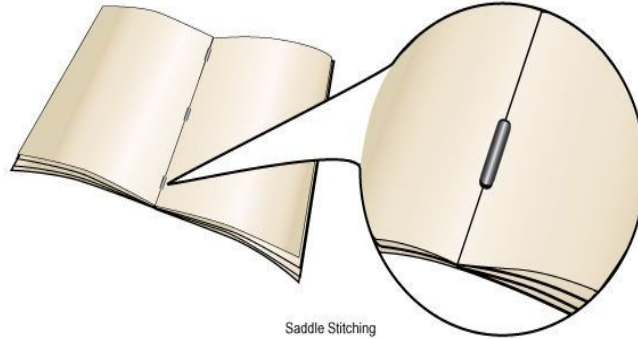
Saddle Stitching

Perfect and Thermal Binding

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# Printing: Folding

in 1/2

in 1/3's

Double
Parallel

Gatefold

Booklet Fold

Accordian

Roll Fold or
Barrel

# Data Processing, Personalization and Mailshop

# Data Processing: Basic Terms

Data Files

✓ House Files: Names maintained and supplied by NP organization

✓ Acquisition Files: Names leased by NPO from 3rd party provider

Formatting

✓ Upper/Lower Case

✓ Punctuation

✓ Address Abbreviation/Expansion

# Data Processing: Basic Terms

## CASS (Coding Accuracy Support System)

- ✓ Validates accuracy of supplied address information against USPS master file
- ✓ Certifies the mailshops' Address Matching software that makes minor updates to city, state and zip code
- ✓ Appends required information to build a unique barcode
- ✓ All presorted data must run through CASS

## NCOA (National Change of Address)

- ✓ Checks supplied data (name & address) against USPS NCOA file
- ✓ NCOA will append person's new address if donor/customer has submitted a formal address update with USPS
- ✓ All presorted data must run through NCOA within 95 days of mailing

# Data Processing: Basic Terms

Presort

✓  Process to sort data based on geographic location specified by the USPS

Automation (Barcode)

✓  Address specific barcode that USPS uses to process bulk mail

✓  All presorted mail must be automated, otherwise a non-automated surcharge applies

Intelligent Mail Barcode

Service Graphics, Inc.
17W045 Hodges Rd.
Oakbrook Terrace, IL 60181

Select/Segment

✓  Method by which supplied production file should be broken out to create multiple package files

# Data Processing: Basic Terms

## Suppression

✓ Removal of particular records based on certain criteria

✓ Zip Codes, States, ID Numbers, Gift Amount/Gift History, Source Codes

## Source Code/Mail Code/Key Code

✓ Analytical codes used to track campaign results

✓ Codes typically consist of: Mail Date, Mail Package, Donor Type (Acquisition, Appeal, Renewal, Sustainer), Giving History ($1-$10, $11-$25, $25-$50, etc.)

## ID Number/Finder Number

✓ ID Number (House Files): Unique number associated with each donor; assigned by nonprofit when donor is added to house file

✓ Finder Number (Acquisition): Unique number associated with each acquisition name; assigned by data provider

# Data Processing: Basic Terms

Builds (Address, Salutation, Ask)

✓ Address Build: Address fields to be used and what order to put them in (Name, Address 1, City, State, Zip, etc.)

✓ Salutation Build: Salutation fields and/or parsed name fields to be used and what the defaults should be

✓ Ask Builds: Gift history fields to be used and what type of calculations are to be made

✓ HPC – Highest Previous Contribution

✓ MRC – Most Recent Contribution

✓ Build Example: ASK1 = HPC;   ASK2 = HPC x 1.5;   ASK3 = HPC x 2

❏ **YES!** I'm renewing my support as an Ambassadors Council member to end hunger and poverty. Please use my gift to help a family in need. Enclosed is:
❏ $600     ❏ $900     ❏ $1,200     ❏ $2,500     ❏ Other $ _____

# Personalization: Pre-Print and FPO
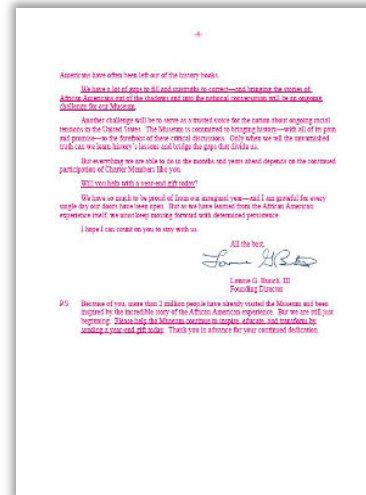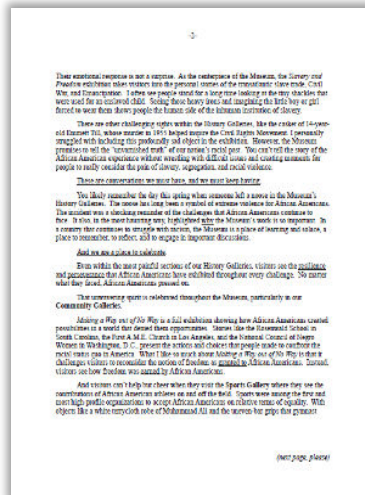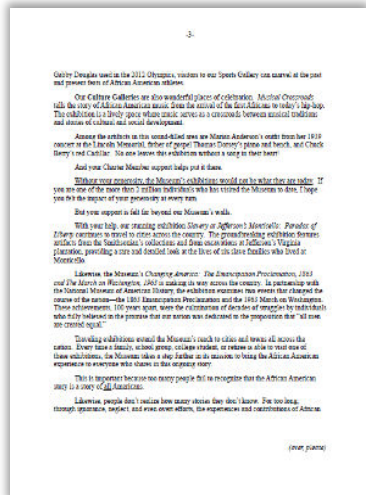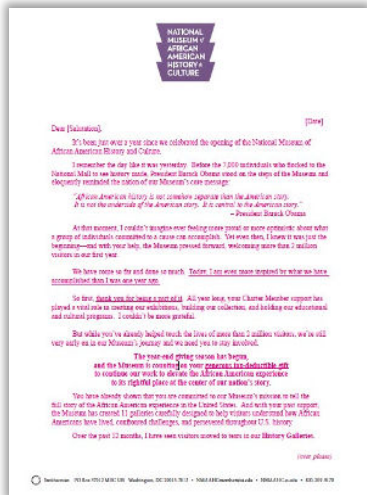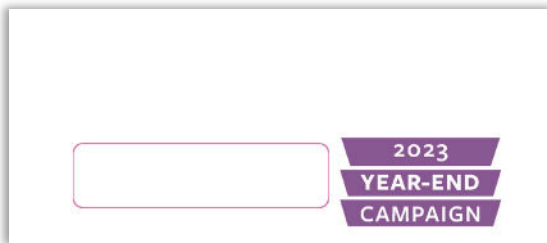
# Personalization: Basic Terms

**Simplex Laser vs. Duplex Laser**
- ✓ Simplex: 1 Sided Lasering
- ✓ Duplex: 2 Sided Lasering

**Continuous Form Lasering**
- ✓ High output, decent quality, variable black ink*, simplex/duplex, low cost
  - ✓ Some mailshops have capability of printing in black + one additional color

**Cutsheet Lasering**
- ✓ Low output, good quality, variable black ink*, simplex/duplex, medium cost
  - ✓ Some mailshops have capability of printing in black + one additional color

# Personalization: Basic Terms

Digital Press (Cutsheet or Roll-to-Roll)

✓ Medium output, great quality, variable CMYK ink, simplex/duplex, high cost

# Personalization: Digital Printing - VDP

✓ Use of information from a database or external file

✓ Mass customization of documents

# Personalization: Basic Terms



**Inkjet (Envelope Personalization)**

✓ High output, decent quality, black ink*, simplex, low cost

✓ Some mail shops have capability of inkjetting in colored ink

**Single Head vs. Double Head**

✓ Single Head: Typically, 1.5"- 2.0" horizontal zone of personalization space (edge-to-edge)

✓ Double Head: Typically, 3"- 4" horizontal zone of personalization space (edge-to-edge); double head will have increased cost

# Mailshop: Basic Terms

### Bowe & Trim

✓ Removes pin feeds & trims form to final name size

### Folding
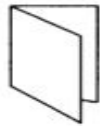
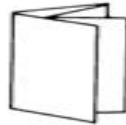✓ Folds personalized component to final size

### Common folds:
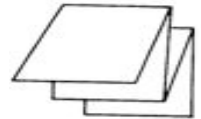
| Z-Fold | Letter Fold | Half Fold | Double Parallel | 4-Panel Roll Fold | 4-Panel Accordion |

# Mailshop: Basic Terms

### Drop-cut/Nesting

✓ Allows for two personalized pieces to be combined on one

   pre-printed form, lasered, then separated prior to insertion.
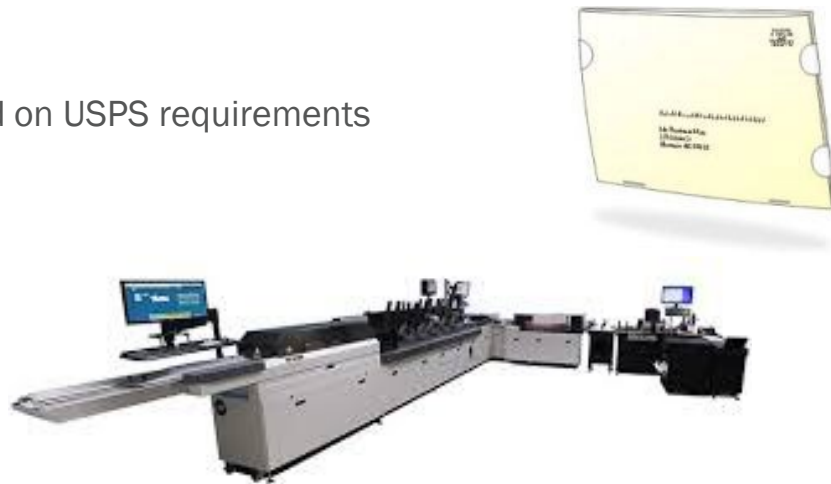
### Tabbing/Wafer Seals (Self-Mailers)

✓ Made from paper or plastic with multiple sizes based on USPS requirements

### Inserting

✓ Machine Inserting

   ✓ Match versus no-match

✓ Hand Inserting

   ✓ High touch & multiple matching

### Postage Affix

✓ Stamps/Meters inline on inserter

# Mailshop: Basic Terms

Postage Types:

1. Indicia
2. Live Stamp
3. Meter Imprint

# Insertion Order

- ✓ Fanned Sample
- ✓ Flat Samples
- ✓ Inventory Codes
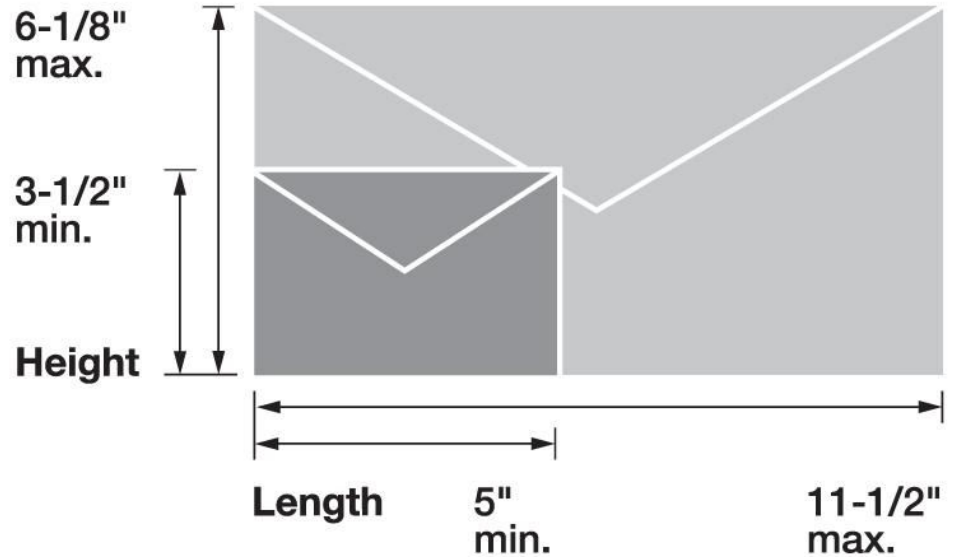- ✓ Fronts/Backs
- ✓ Postage Treatment
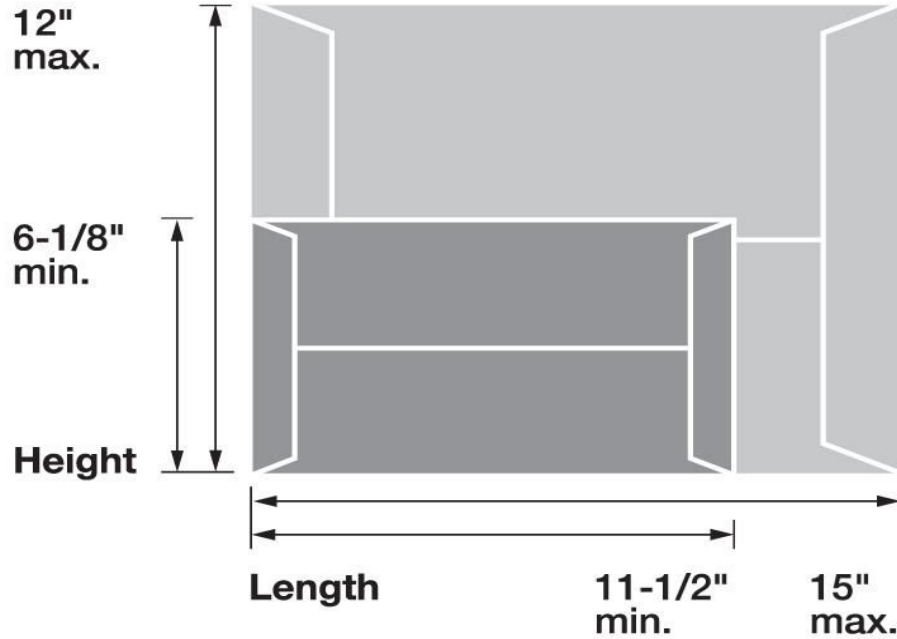
# USPS, Postal Logistics and Mail Tracking

PRODUCTION SOLUTIONS
A MOORE COMPANY

# USPS: Basic Terms

**Letter Size (General Rules)**

- ✓ Length: 5.0" – 11.5"
- ✓ Height: 3.5" – 6.125"
- ✓ Weight: up to 3.5oz
- ✓ Thickness: .007" – .25"
- ✓ Aspect Ratio 1.3 – 2.5
- ✓ 200 pieces or 50 lbs. min

# USPS: Basic Terms



## Flat Size (General Rules)

- ✓ Length: 11.5" – 15.0"

- ✓ Height: 6.125" – 12.0"

- ✓ Weight: up to 16 oz.

- ✓ Thickness: 0.009" – 0.75"

# USPS: Basic Terms

### Post Card (General Rules)

- ✓ Length: 5.0" – 6.0"
- ✓ Height: 3.5" - 4.25"
- ✓ Weight: up to 1 oz
- ✓ Thickness: 0.007"* - 0.016"
  - ✓ Minimum is .009" if card more than 4.25" tall or 6.0" wide
  - ✓ Receives special Postcard Postage Rate

### Self-Mailer

- ✓ Rules are continually changing; Please check with PS Account Manager before designing a self-mailer

# USPS: Basic Terms

First Class Mail

- ✓ Full Rate (Letter Rate - Less than 1oz): $0.73 & 3-5 Business Days
- ✓ Presorted (Letter Rate – Less than 3.5 oz): $0.59 (Avg) & 3-5 Business Days

Marketing Mail - Commercial

- ✓ Local Entry (Letter Rate): $0.40 (Avg) & 12-16 Business Days
- ✓ Commingle (Letter Rate): 8% Savings (Avg) & 8-12 Business Days

Marketing Mail - Nonprofit

- ✓ Local Entry (Letter Rate): $0.23 & 12-16 Business Days
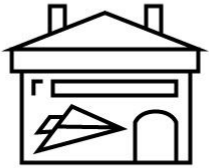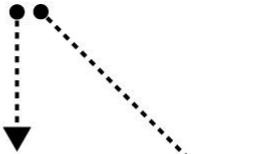- ✓ Commingle (Letter Rate): 8% Savings (Avg) & 8-12 Business Days

**Postal Logistics: Basic Terms**

Local Entry (12-16 Days)

✓ Mail dropped directly at mail shop's local USPS facility

✓ Slower delivery times and higher postage costs

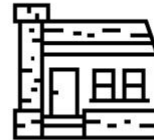# Postal Logistics: Basic Terms

### NDC/SCF Drop Shipping (8-16 Days)

✓ Mail trucked and dropped at one or more NDC's/SCF's

✓ Slightly faster delivery times and slightly reduced postage costs

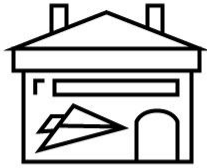    ✓ Additional freight costs associated with drop shipping

**Mail Shop**

**Consolidation facility**

**Destination NDC/SCF**

**Destination Post Office**

**Residence**

# Postal Logistics: Basic Terms

**Mail Shop**

Co-Palletization (8-16 Days)

✓ Multiple mailings trays combined at one mail shop, palletized together and Drop Shipped to one or more NDC/SCFs

✓ Just as fast as Drop Shipping, but deeper postage discounts

✓ This service must be offered by the mail shop producing the mailing
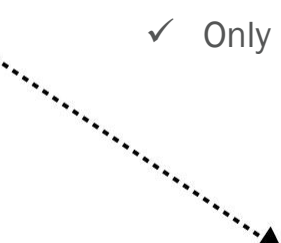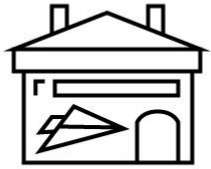
✓ Only applies to letter rate mail

**Destination NDC**

**Destination NDC/SCF**

**Destination Post Office**

**Residence**

**Mail Shop**

# Postal Logistics: Basic Terms

## Commingling (8-12 Days)

- ✓ Multiple mailings sorted together and drop shipped to a large network of NDC's/SCF's

- ✓ Some mail shops process commingling in-house, and others use 3$^{rd}$ party commingler which sorts multiple mailings from multiple mail shops allowing for even deeper savings

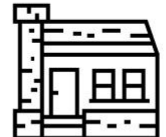- ✓ Faster than drop shipping and the deepest postage savings

Commingle facility → Consolidation facility → Destination NDC/SCF → Destination Post Office → Residence

# USPS: Basic Terms



## USPS Forms

✓ 3602/3607 -- Mail Certification

✓ Verifies the quantity and date the mail was received from the mail shop

✓ 3607 replaced the 3602, is an electronic verification form; all of the same details, but lacks the physical red stamp that was previously used on the 3602

# Mail Tracking Basic Terms

### Seeds

✓ Several mail owner names added to each package; Results do not provide good sampling of nationwide delivery times as seed file typically consists of only local addresses.

### GrayHair Tracking

✓ Intelligent Mail Barcode (IMb)
✓ Allows USPS to track more than 85% of all mail as it travels through delivery process (the 15% of mail that is not tracked is typically due to either human error or non-functioning PO equipment)
✓ Insurance, Information, and Preparedness

| Total Mail Qty | Tracked Qty | Scanned Qty | Scanned % |
|---|---|---|---|
| 355,025 | 355,025 | 338,880 | 95.5% |

**How much mail has been delivered?**

Insufficient Scans | 80% | 100%
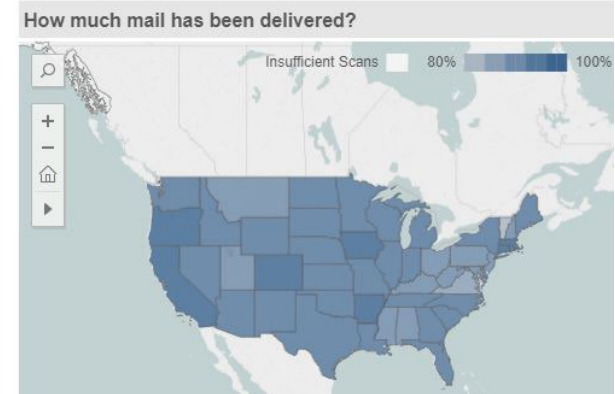
# Production Workflow



## Pre-Production

- ✓ Client: Specifications / Preliminary Artwork for Pricing
- ✓ PS: Mock-Up (Weight, Thickness, Inserting, etc.)
- ✓ PS: Budget
- ✓ Client: Artwork / Data Release with PDFs
- ✓ PS: Pre-Flight Artwork
- ✓ PS: Authorization to Proceed (ATP)

## Printing

- ✓ PS: Proofs per Component (PDF vs. Contract Color)
- ✓ Client: Approval (If Approving)
- ✓ PS: Print Samples

# Production Workflow

Data Processing/ Personalization/ Mail Shop

- ✓ Client: Data Release
    - ✓ Mail File with File Layout
    - ✓ Mail Plan
    - ✓ Seed List
    - ✓ DP Instructions
- ✓ PS: Input/Output Counts
- ✓ Client: Approval
- ✓ PS: Postage Request
- ✓ PS: $Build Report (If Needed)
- ✓ Client: Approval (If Needed)
- ✓ PS: Input/Output Dumps, Personalization Setups
- ✓ Client: Approval

# Production Workflow

- ✓ Client: Postage Check
- ✓ PS: Insertions (PDF)
- ✓ Client: Approval
- ✓ PS: Lives (Hard Copy)
- ✓ Client: Approval

**IN THE MAIL!**

**Post-Production**

- ✓ PS: Inventory Report (On-Going Mail Programs)
- ✓ PS: Package Samples
- ✓ PS: Invoice (Print and DPLM sent separately)
- ✓ PS: Package Costs

# Common Production Oversights

- ✓ Artwork delays

- ✓ Data delays

- ✓ Using 4CP to build one color images or text

- ✓ Printing cutsheet when should print continuous

- ✓ Not under-sizing form with bleeds

- ✓ Designing package with a non-standard envelope/ window size

- ✓ Altering size of one component without confirming how it affects the whole package

- ✓ Proofing 4CP image for color using computer or photo

- ✓ Using proofing process as last round of edits = AA's

- ✓ Data not checked prior to release (fields missing)

- ✓ Artwork not designed for maximum address lines/size

MISSTAKE

# Questions?

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Thank You!

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