

**Thank you to our  
Zoom Platform Partner!**

**MailSmart Logistics**

**We deliver. Your results.<sup>SM</sup>**

**MONDAY, APRIL 19 | 1- 2 PM EDT**

**Production Week**

**DMAW**  
Direct Marketing Association of Washington



# Production Week

**APRIL 19 - 23**

**1 - 2 PM EDT DAILY**

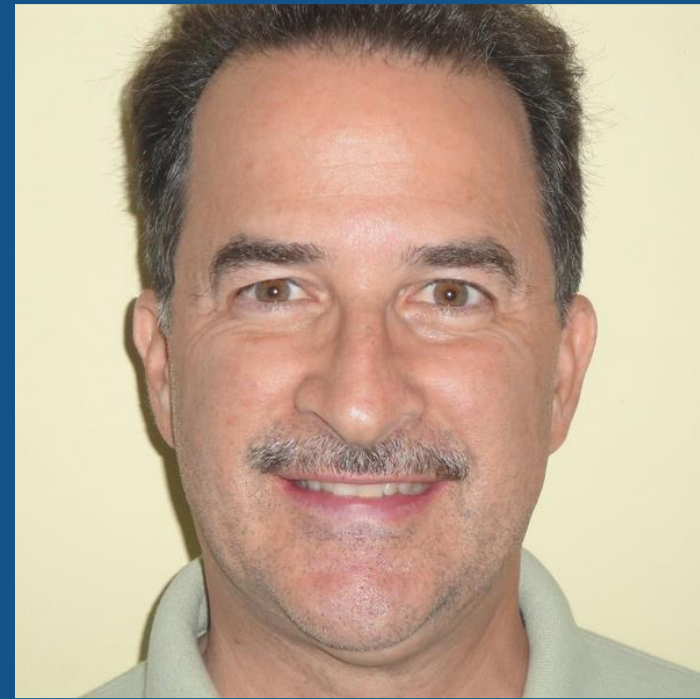
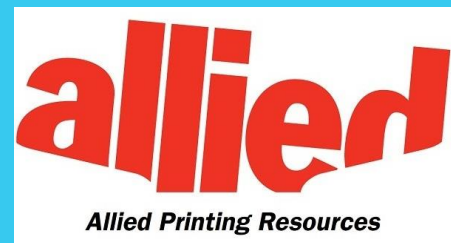
**Pre-Production, Printing, Data Hygiene,  
Mailshop Processing, USPS and Postal Logistics**

# The Printing Process



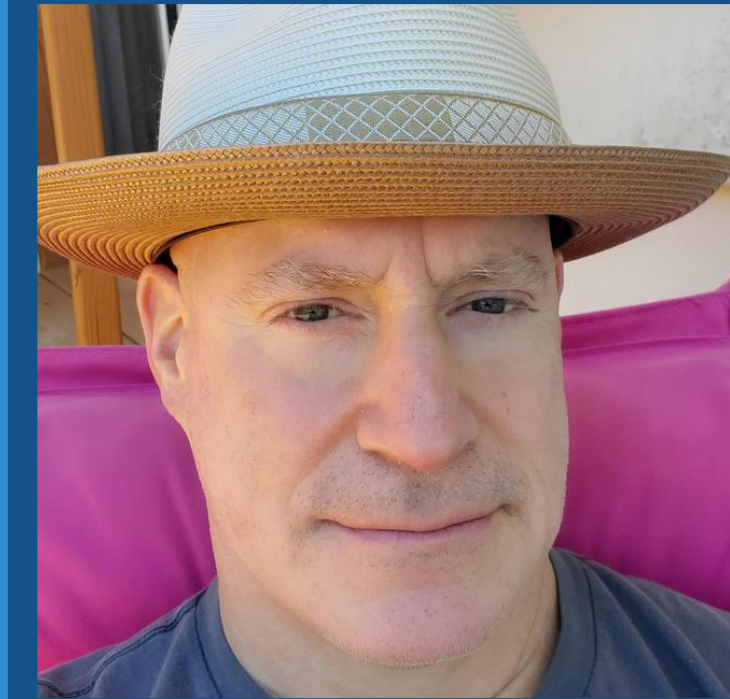
**Aleka Agapitides**

Sponsored by: Account Executive  
Rite Envelope and  
Graphics



**Tony Sarro**

VP Sales  
Chromagraphics, Inc



**Alan Rich**

President  
Nova Label

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Direct Marketing Association of Washington

# Upcoming Events: Breakfast with an Expert

## *Topic: Planned Giving*

**Thursday, April 29, 2021 | 9:45 am – 11:00 am**

**Presented By:** Ann Kolakowski, Senior Director, Planned Gifts

The Humane Society of the United States

Meg Roberts, CFRE, Vice President of Gift Planning

Impact Communications

## *Topic: Creative*

**Thursday, May 27, 2021 | 9:45 am – 11:00 am**

**Presented By:** Julie Dixon, Creative Director, CDR Fundraising Group

Kawi Vongfak, Director of Digital Experience, CDR Fundraising Group

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# Upcoming Events: Happy Hours



**Thursday, April 29, 2021 | 5:00 pm – 6:00 pm**

**Enjoy great conversation, games, prizes, and cheer for the live performances from DMAW's top talent!**

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# Upcoming Events: Webinar

*Save the Date*

*Topic: Payment Strategies*

**Wednesday, May 12, 2021 | Half Day**

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**2021**

**BRIDGE TO INTEGRATED**

# **MARKETING & FUNDRAISING**

**CONFERENCE**

**ENERGY  
ENDURANCE  
EXCELLENCE**



**WED, JULY 14 - THURS, JULY 15**

- **12 Tracks – over 70 Breakout Sessions**
- **Opening Keynotes with Dr. Adrian Sargeant and Dr. Jen Shang**
- **Exhibitors, Partners**
- **Chat Rooms, Games & More!**

**Registration fees ranging  
between  
\$299 – \$499!**

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**Membership Questions**  
[Membership@dmaw.org](mailto:Membership@dmaw.org)

**Program Questions**

Visit our website: [dmaw.org](http://dmaw.org) or

Email:

[info@dmaw.org](mailto:info@dmaw.org)

[Donna@dmaw.org](mailto:Donna@dmaw.org)

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# Certificate of Completion

Attend all 5 Webinars

## Certified Fundraising Executive CFRE

Each session is eligible for 1 point per day for a total of 5 points towards your CFRE certification

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# QUESTIONS?

Please use the Q&A icon on your screen!

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**Thank you to our session  
Marketing Opportunity Partner!**



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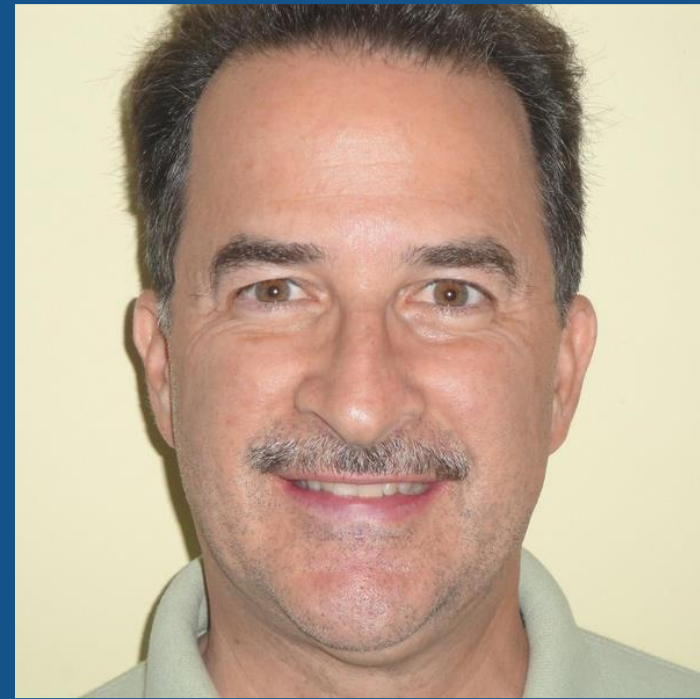
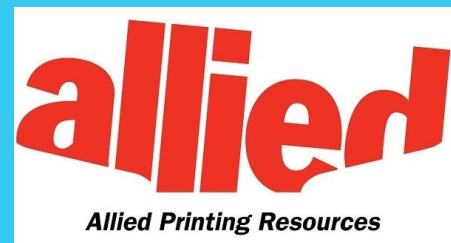
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# The Printing Process



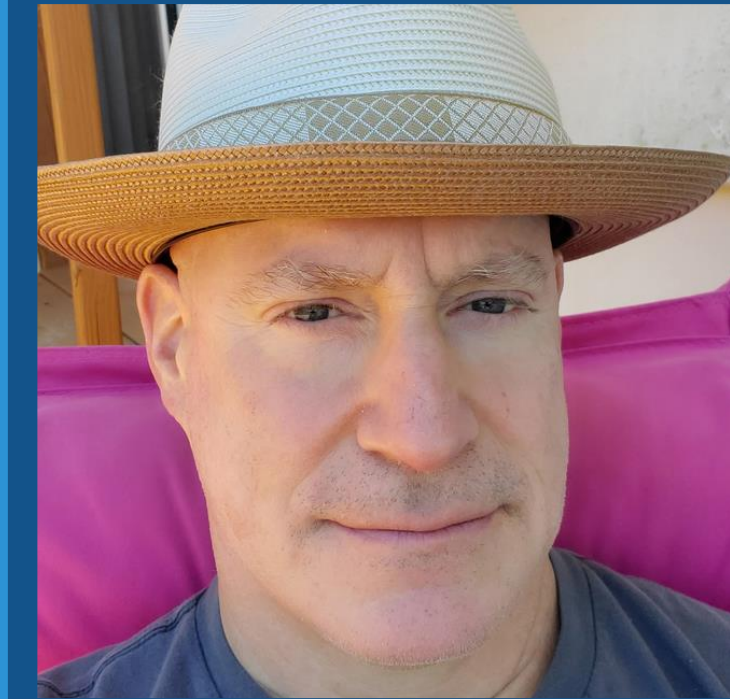
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# A Focus on Print Strategy

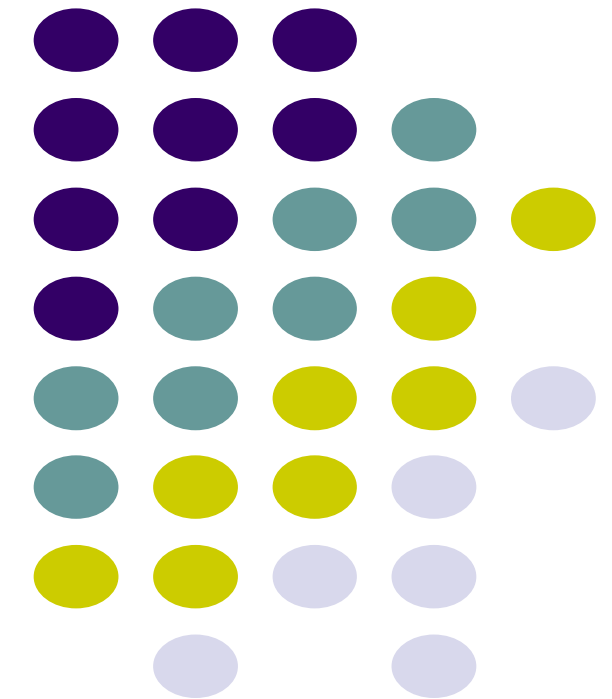
 &   
Corporate  
Communications  
Group  
merging as of May 1, 2021

  
Nova  
Label Co., Inc.  
custom printed labels

  
RITE ENVELOPE  
& GRAPHICS INC.  
www.ritegraphics.com

## Presentation Agenda

- Engagement**...no, it's not a marriage but sort of
- Envelope**...the loving embrace for your campaign
- Printed inserts**...what happens between the sheets
- Labels/freemiums**...the adhesive should be tackier than the message.
- Economics & Patience**...working together requires compromise



# Include Vendors in Internal Concept & Approval Process



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## We are your PARTNER

Match the right print technology

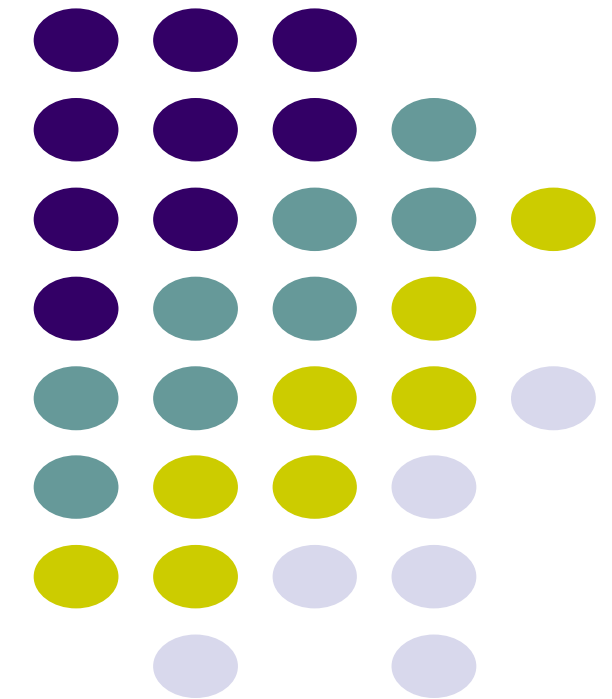
Discuss creative formats

Meet color expectations

Eliminate surprises

Achieve communication goals

Ultimately improve open & response rates



# Engaging with your Vendors Early...

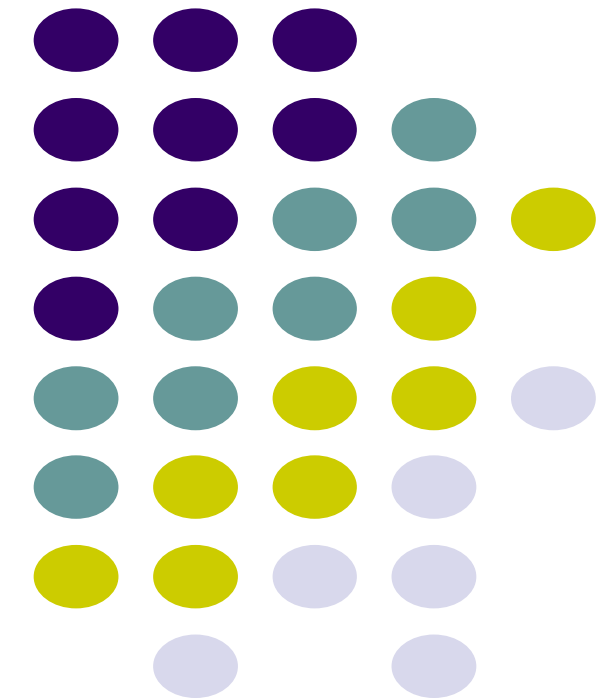


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- Finds early red flags in production issues
- Forecasts production scheduling
- Anticipates material or paper availability
- Eliminates reworks for your clients or internal colleagues

**Remember, we are your PARTNER**



# Engaging with your Vendors Early



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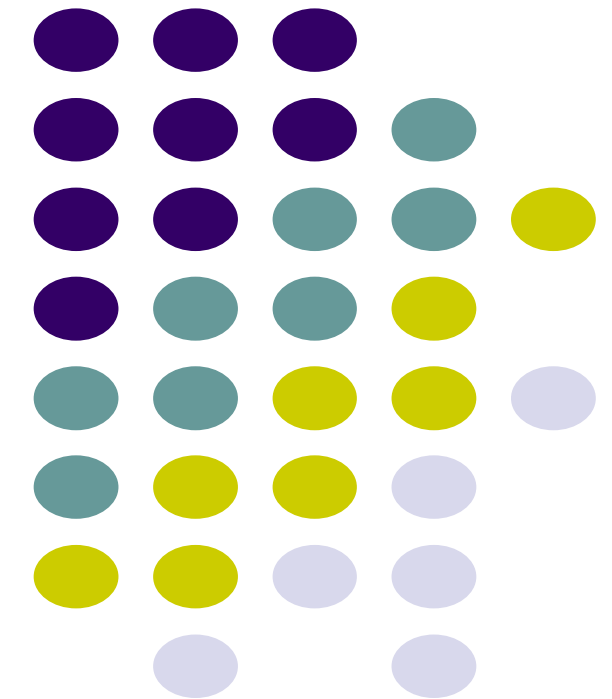
It's A Collaborative Preflighting

- Confirm Panel sizes for folding
- Check Variable positioning and character count for spacing
- Confirm position for address to see through window envelopes
  - Build Proper die-lines for die-cutting
  - Check Color palette in Layout application
  - Check for proper bleed image allowances
- Preview photographs for color adjustment before submission
- Confirm proper resolution of raster images and vectored art

(General rule for raster images..resolution 2X the printed line screen.

Vectored artwork 1000 to 1200 dpi )

**Remember, we are your PARTNER**





# Find Efficiencies for Better Costs



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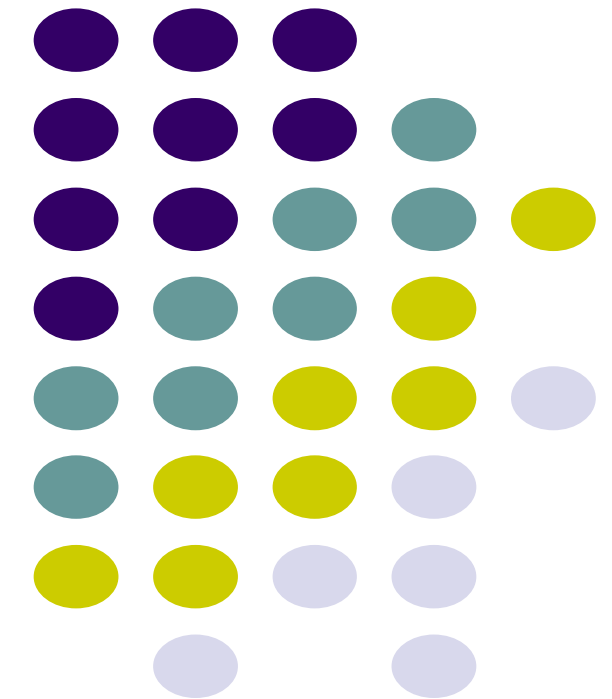


## BE FLEXIBLE WITH CUT SIZES

Drive better production pricing with materials and cuts

Ensure the most efficient postage costs

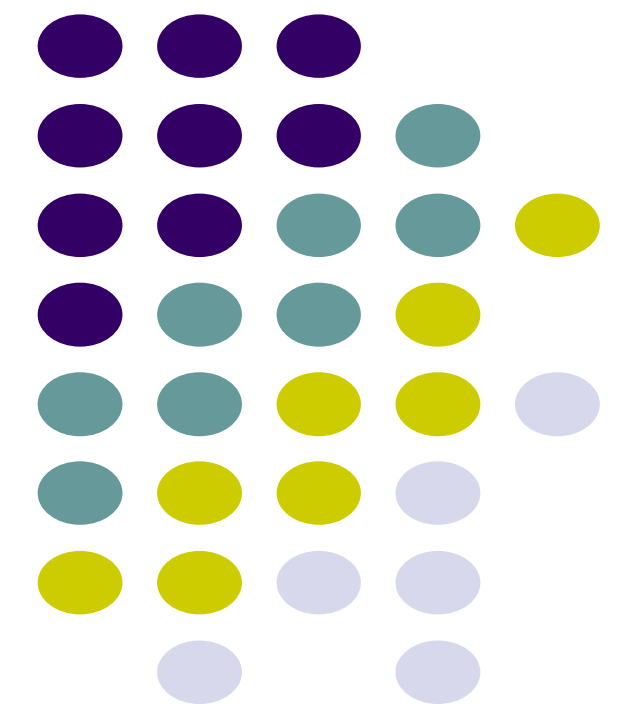
***A 1/8" to 1 inch difference in your format can potentially cost \$1000's of dollars in press sheets or web rolls***



# Matching the Right Print Technology

 &   
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Nova Label Co., Inc.  
custom printed labels  
  
RITE ENVELOPE & GRAPHICS INC.  
www.ritegraphics.com

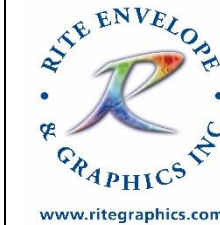


Ensures best per person production rate  
Meets color expectations of your clients and colleagues  
Helps decide the amount of variable content

# What to Keep in Mind Regarding Envelopes



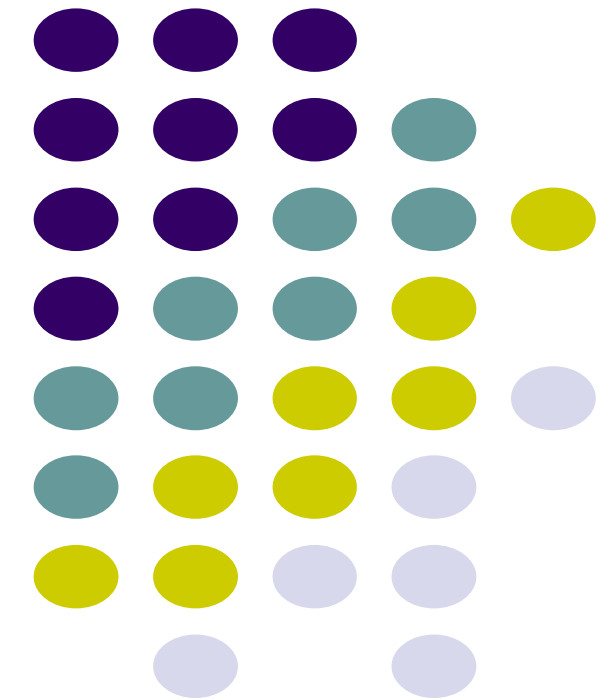
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## General Overview

The role envelopes play in the big picture

- Planning (Behind the Scenes)
  - Engage with the printer
  - Schedules
  - Availability
  - Questions to ask
  - Testing, Testing, Testing
- Basics (Construction/Layout)
- Sizes & Styles
- Stock/Paper
- Press/Printing Process

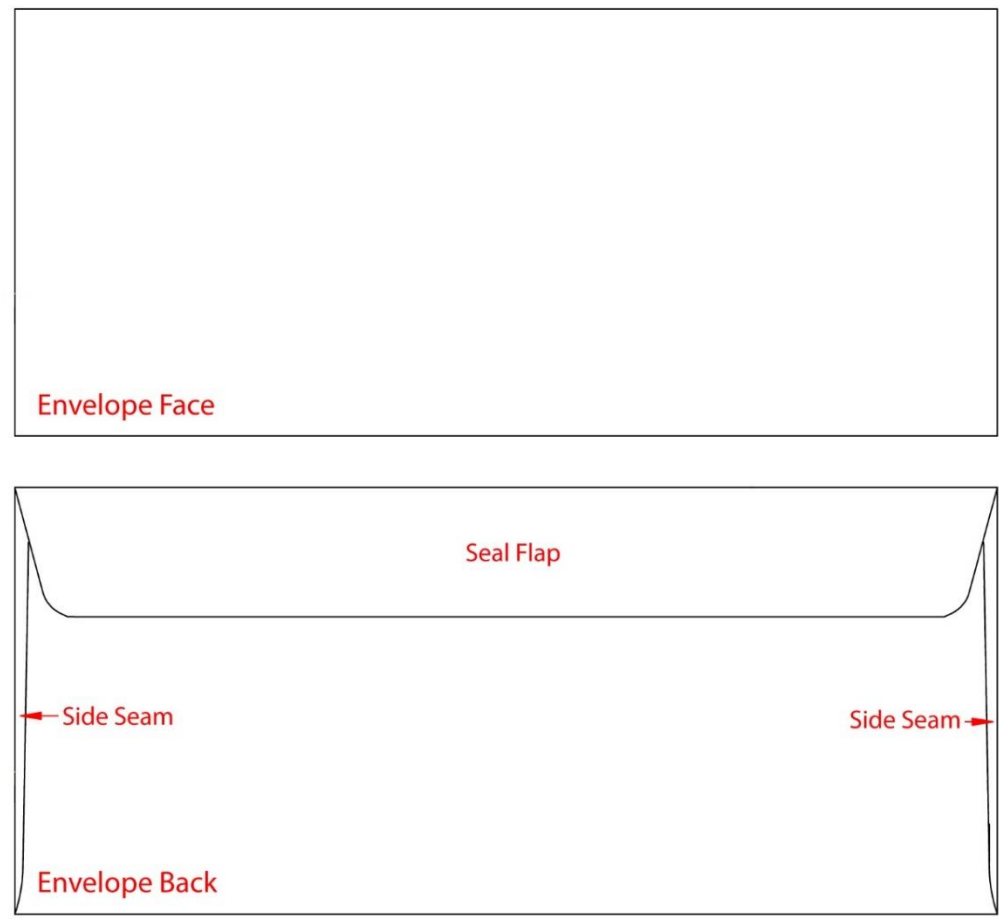


# Envelope Basics: Construction & Layout

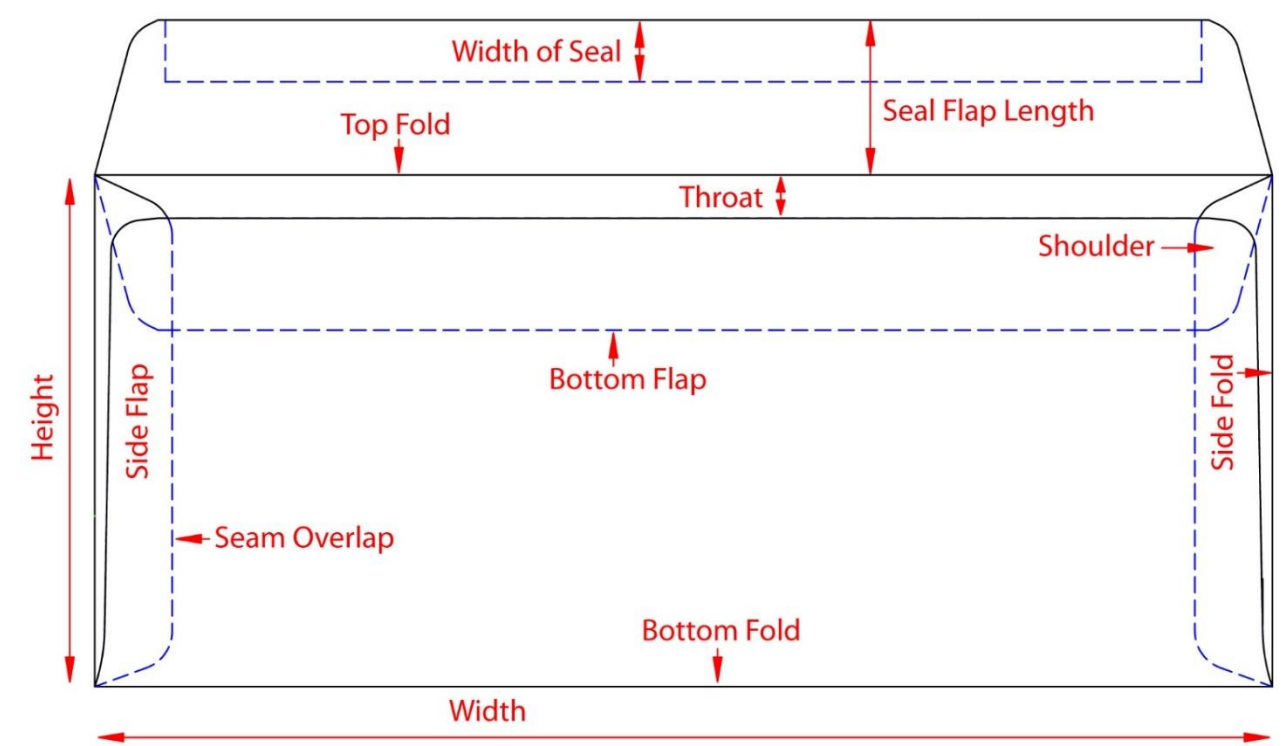
## Envelope Basics

### An Envelope's Parts

Regardless of size or variations, an envelope has the same basic parts: corners, flaps, folds, shoulders, throat, seal and seams.



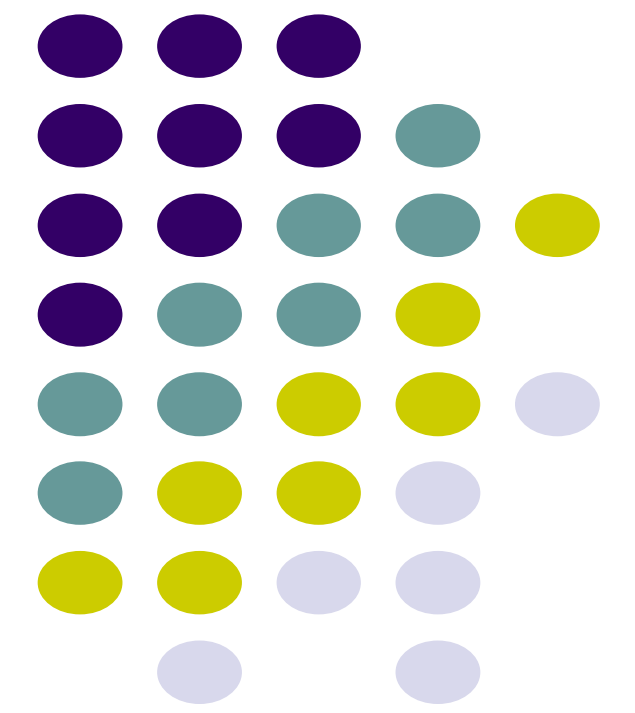
The below diagram is a standard side seam envelope.



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# Envelope Sizes and Styles



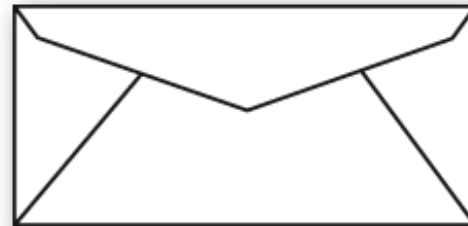
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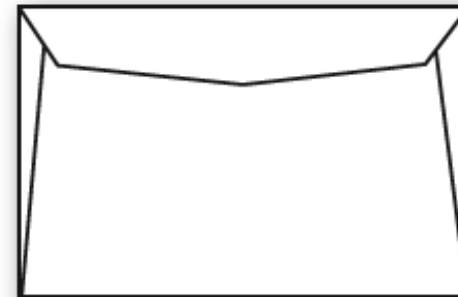


## COMMERCIAL



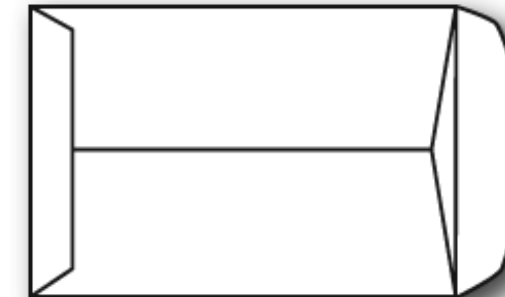
#	Size	*Sub 24
6-1/4	3-1/2 x 6	8
6-1/2	3-1/2 x 6-1/4	8
6-3/4	3-5/8 x 6-1/2	9
7	3-3/4 x 6-3/4	10
7-3/4	3-7/8 x 7-1/2	11
Monarch	3-7/8 x 7-1/2pf	12
Check	3-5/8 x 8-5/8	12
9	3-7/8 x 8-7/8	12
10	4-1/8 x 9-1/2	14
11	4-1/2 x 10 3/8	17
12	4-3/4 x 11	19
14	5 x 11 1/2	20

## BOOKLET



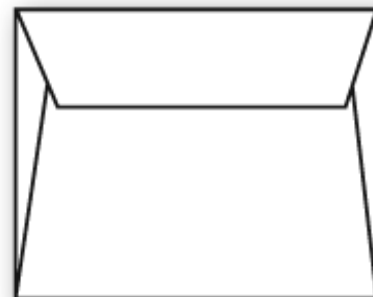
Size	*Sub 24	*Sub 28
6 x 9	19	22
6-1/2 x 9-1/2	21	24
7 x 10	25	28
7-1/2 x 10-1/2	29	32
8-3/4 x 11-1/2	39	42
9 x 12	40	43
9-1/2 x 12-5/8	42	49
10 x 13	N/A	52

## CATALOG



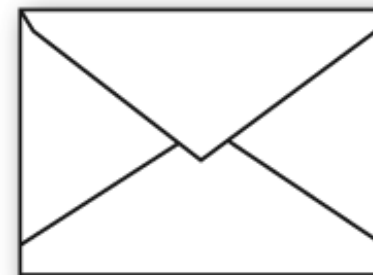
Size	*Sub 24	*Sub 28
6 x 9	20	23
6-1/2 x 9-1/2	21	25
7 x 10	24	28
7-1/2 x 10-1/2	27	32
8-3/4 x 11-1/4	36	42
9 x 12	38	45
9-1/2 x 12-1/2	42	49
10 x 13	45	53
10 x 15	N/A	57
11-1/2 x 14-1/2	N/A	63
12 x 15-1/2	N/A	73

## ANNOUNCEMENT



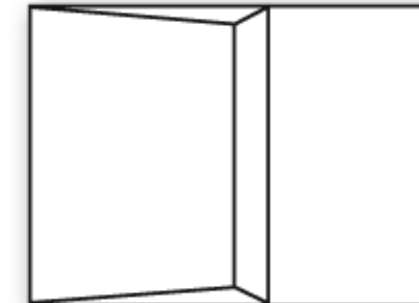
#	Size	*Sub 24
A-2	4-3/8 x 5-3/4	9
A-6	4-3/4 x 6-1/2	12
A-7	5-1/4 x 7-1/4	15
A-8	5-1/2 x 8-1/8	16
A-Long	3-7/8 x 8-7/8	13
A-10	6 x 9-1/2	21

## BARONIAL

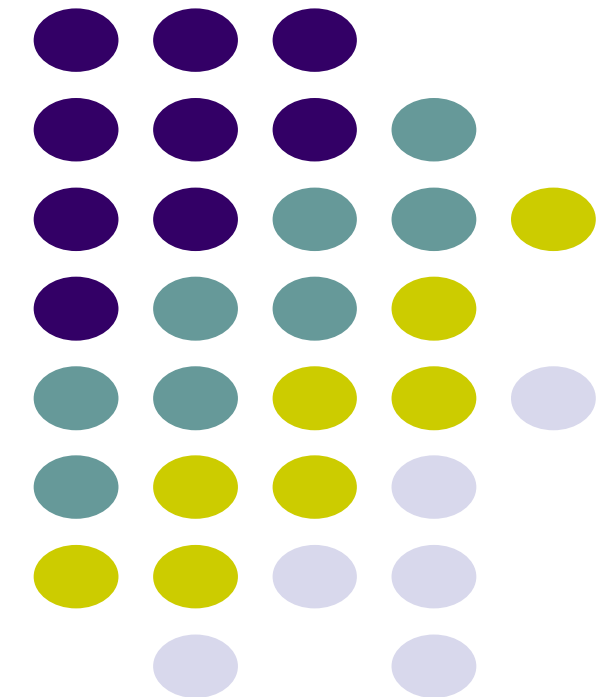


#	Size	*Sub 24
4 Bar	3-5/8 x 5-1/8	7
5 Bar	4-1/8 x 5-1/2	9
5-1/2 Bar	4-3/8 x 5-3/4	10
6 Bar	4-3/4 x 6-1/2	12
7 Bar	5-1/4 x 7-1/4	14

## REMIT



#	Size	*Sub 24
Tu Way	3-1/2 x 6-1/2	12
6-1/4	3-1/2 x 6	10
6-1/2	3-1/2 x 6-1/4	11
6-3/4	3-5/8 x 6-1/2	12
9	3-7/8 x 8-7/8	14



# Window vs Closed Face



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## Window Envelopes:

- More expensive to manufacture than closed face envelopes, however less expensive and easier to mail (non-match mailing)

### • Window Material:

- Cellophane – cheapest and not as durable
- Glassine – veggie based – recyclable
- Clarifoil – wood pulp - recyclable
- Poly – typically used
- Acetate ... and more

- Size & placement of windows / die-lines

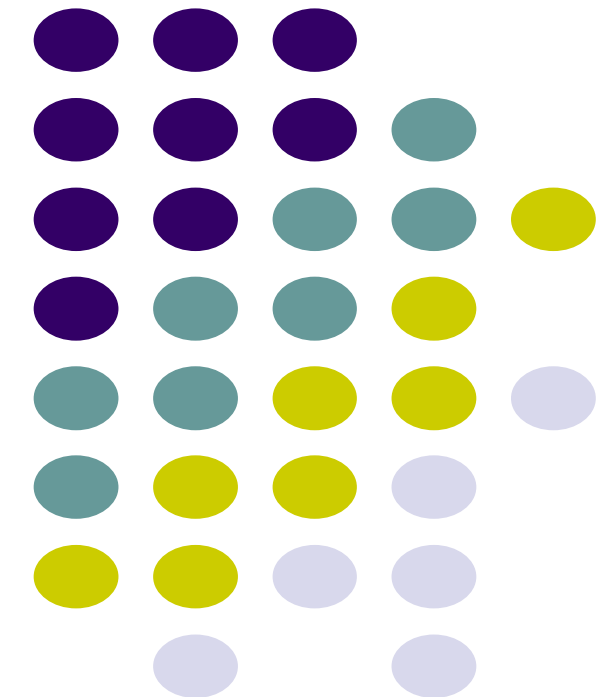
- Typically used by insurance, financial and legal organizations.

- Tend to net greater responses with donors that give less than \$100 in Appeals/Renewals & Acquisition campaigns.

## Closed Face Envelopes:

- Less expensive to manufacture than window envelopes, however more expensive to mail (match mailing)

- Tend to net greater results in retaining higher-end donors that give more than \$100 in Appeals/Renewals/Cultivation campaigns.



# ENVELOPE PRINTING PROCESSES

## Jet Press Lithography

Short to Medium Run (500 to up to 750M)

High image resolution.  
Higher attention to detail.

Quicker speed – The ability to print up to 30,000 envelopes per hour

Quick transitions between jobs, reducing down times.

Print coverage is where jet presses have their limitations.

Not for designs that need either full coverage on the front and back or heavy coverage on either side of an envelope, they will most likely need to be printed on flat sheet litho.

## Flat Sheet Lithography – Flat Sheet and Converting

Perfect for custom printed envelopes.

High ink coverage on all sides, or just heavy coverage on one side.

Special sizes, special windows, embossing and security tints are also best for this application.

Perfect for larger size and higher quality printing needs.

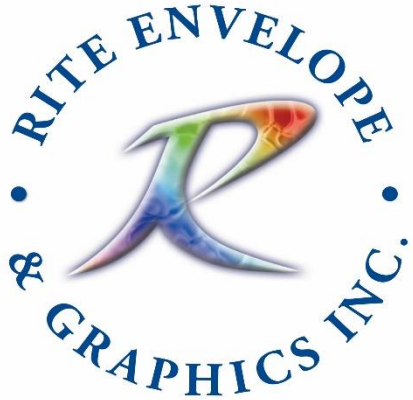
better option for larger printing as regular jet presses have trouble printing heavy solids onto a made envelope. clusters of ink applied to an envelope.

## Flexo (flexography)

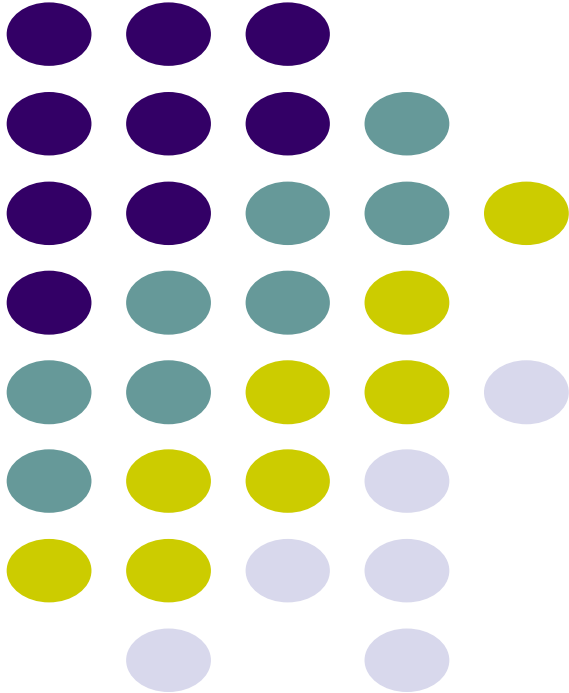
Ability to integrate it into the process of creating the envelopes themselves. Instead of relying on a separate offset printing process, flexo often combines envelope folding machines with built-in printing stations to customize the envelopes both inside and out.

Popular solution for jobs like mail campaigns and monthly billing.

Quantities of 250,000 or more. long-run envelope jobs, few techniques beat flexo.



[www.ritegraphics.com](http://www.ritegraphics.com)







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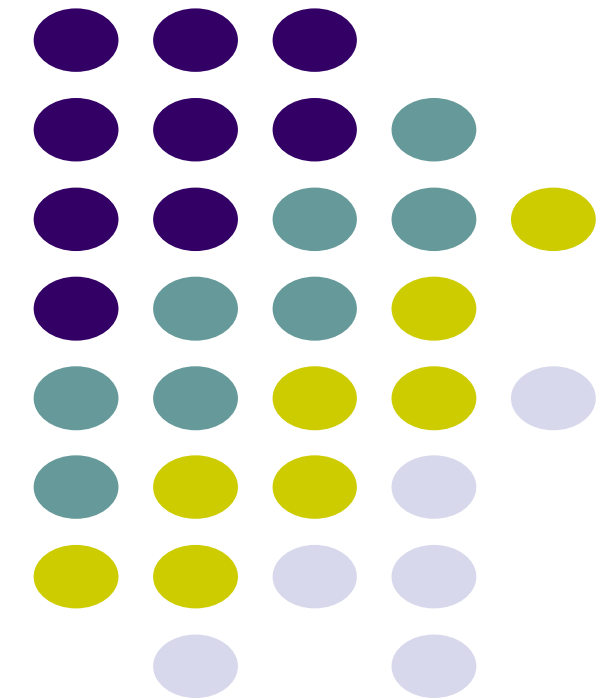
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# Sheet-fed Digital

- 4 to 7 color process runs from 500 to 20,000
- Great for short run, data driven letters, inserts , self mailers
- Quality and pricing varies widely in the industry
- Low resolution up to high 2400 dpi
- Speeds from 100 to 160 pages per minute
- Dry versus Liquid Ink Toners
- Uncoated and Coated papers up to 24 pt
- Press formats vary up to around 29" x 20"**

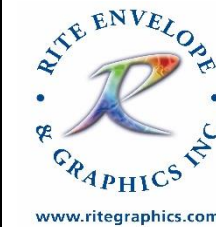
Review samples from your vendors to ensure color expectations on complex graphics, gradients, solids and photo depth







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# INKJET WEB

Runs from 10,000 up to millions  
Prints on up to 130# cover uncoated or coated paper

Liquid inkjet process

Very good color with full variable print

Color quality in the 600 to 1200 dpi range

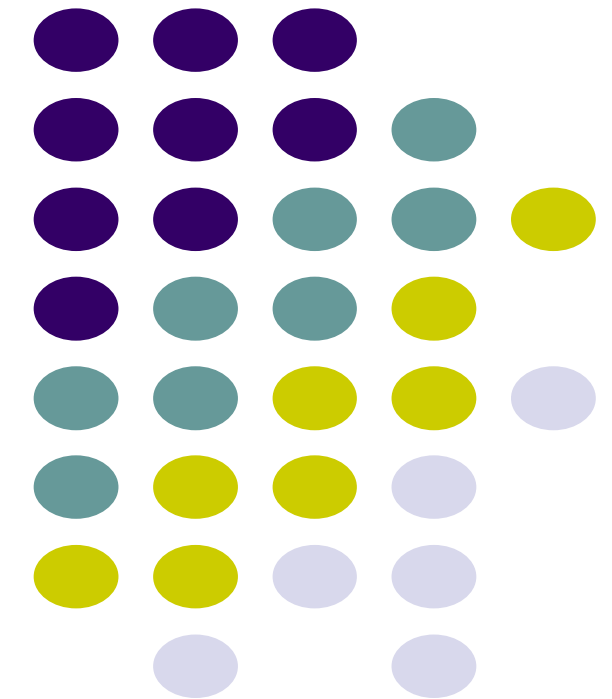
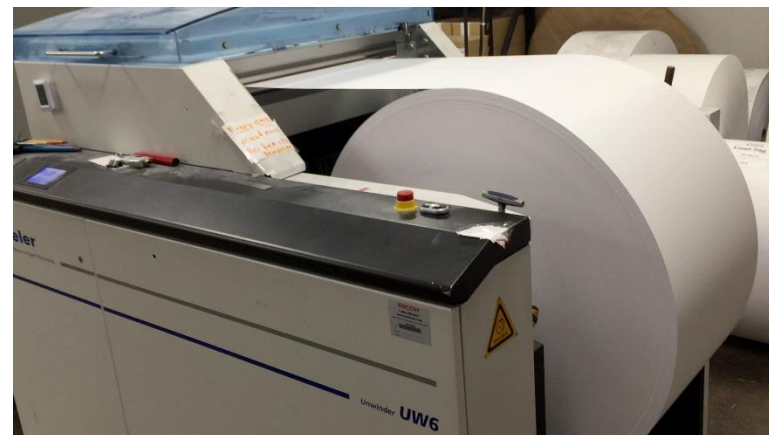
Speeds from 164 to 1000 feet per minute

Full bleed products can be expensive

Creative folding, perfining, and glue tack options

Roll to Roll and Roll to Finish Workflows

Web sizes vary from @20.5 wide by 34 up to @42 wide by 72





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# Sheet-fed Offset

Runs from 10,000 up to 200,000

Very High End Color

Up to 175 or 200 line screen

Great for coated buckslips and other high profile inserts

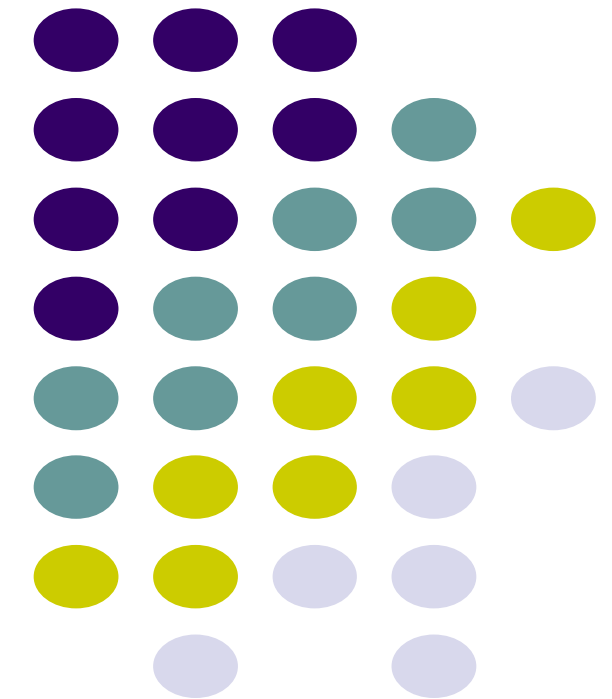
Press sizes up to 28 x 40 inches for direct mail

Prints on up to @24pt uncoated or coated paper

Creative offline score, perf and glue options

(Bangtails and Zip to Open Self mailers)

Speeds of 10,000 to 16,000 sheets per hour







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# Cold Set Web Offset



## Cold Webs/Didde

Runs from 5000 up to millions

Roll to Roll, Roll to Sheet, and Roll to Finish Options

Ideal for letters, response forms or static inserts

Good quality, pleasing color

Lower line screens up to 133

Uncoated paper only

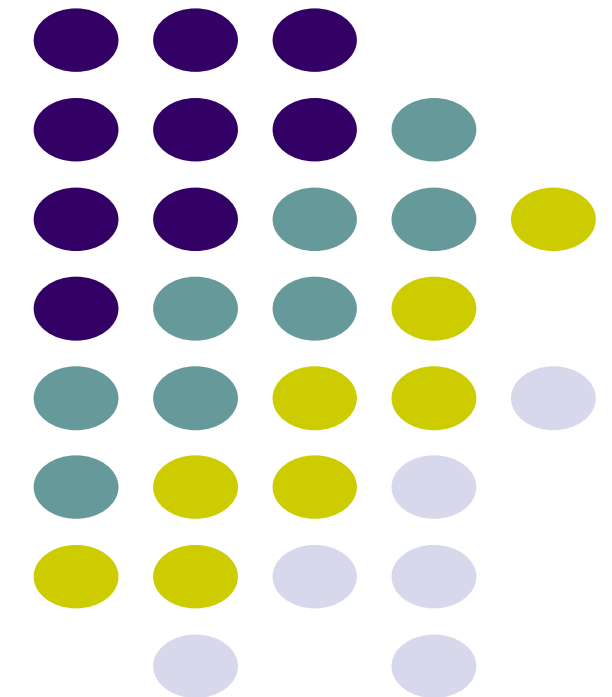
Roll sizes, cut offs and core sizes vary

Pinfeed or non pinfeed workflows

Speeds from 10,000 to 20,000

impressions per hour

**GREAT SPEED AND ROI PERFORMANCE**





# Heat-set Web Offset



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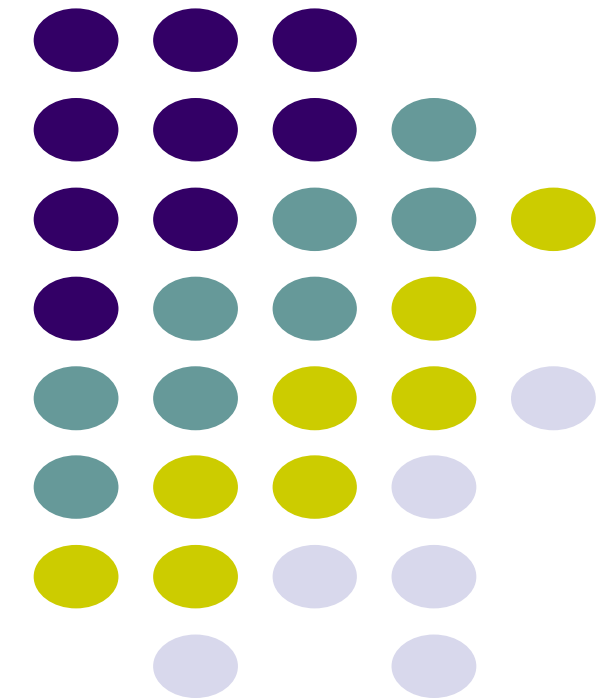


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- Runs from 100,000 up to millions
- High quality color 150 to 175 line
- Prints on up to 9pt uncoated or coated paper
- High resolution, high color workflow
- Creative inline folding, perfining, and gluing options
- Creative inline variable capabilities usually 600 dpi
- Speeds from 15,000 to 28,000 per hour
- Half and full web sizes up to @ 22.75 x 38

**Gang run opportunities of static buckslips and other inserts for use in multiple mail drops**

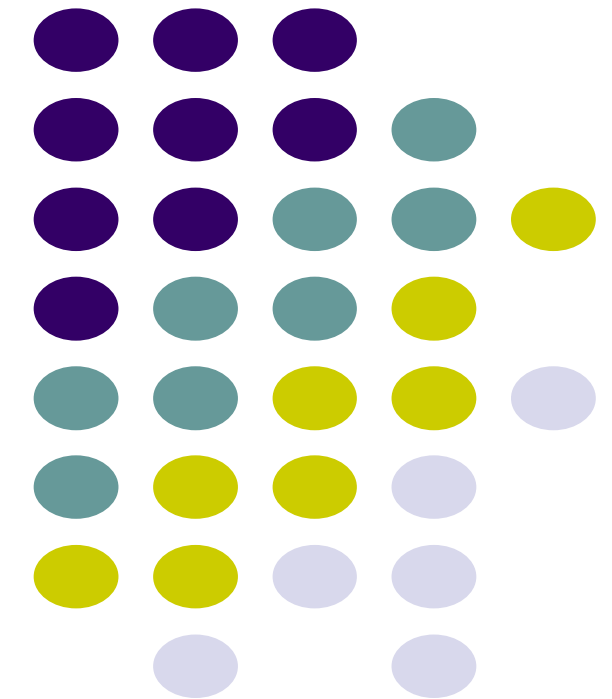
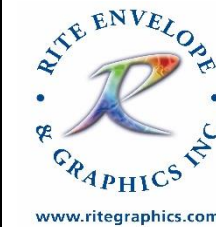




# Labels – Doesn't have to be a sticky situation, you just have to ask the right questions



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# The Label Printing Process



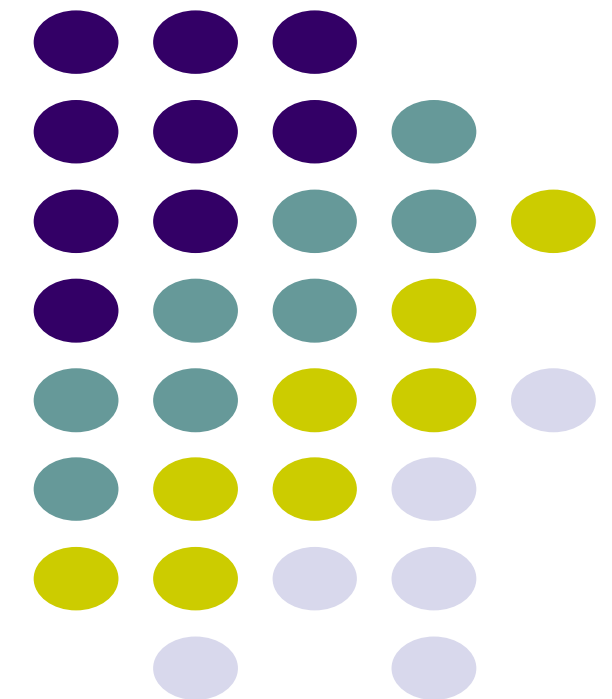
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- Roll to roll
- Roll to sheet
- Roll to fanfold
- 10 ink colors
- Up to 20" web width
- Varnish, Lamination, Embossing

## Assorted materials for all applications

- Gloss, Uncoated, Foils
- Piggyback
- NovaNote RPN...pattern and full gum
- White & Clear BOPP decals
- Static cling decals
- Multitude of adhesives

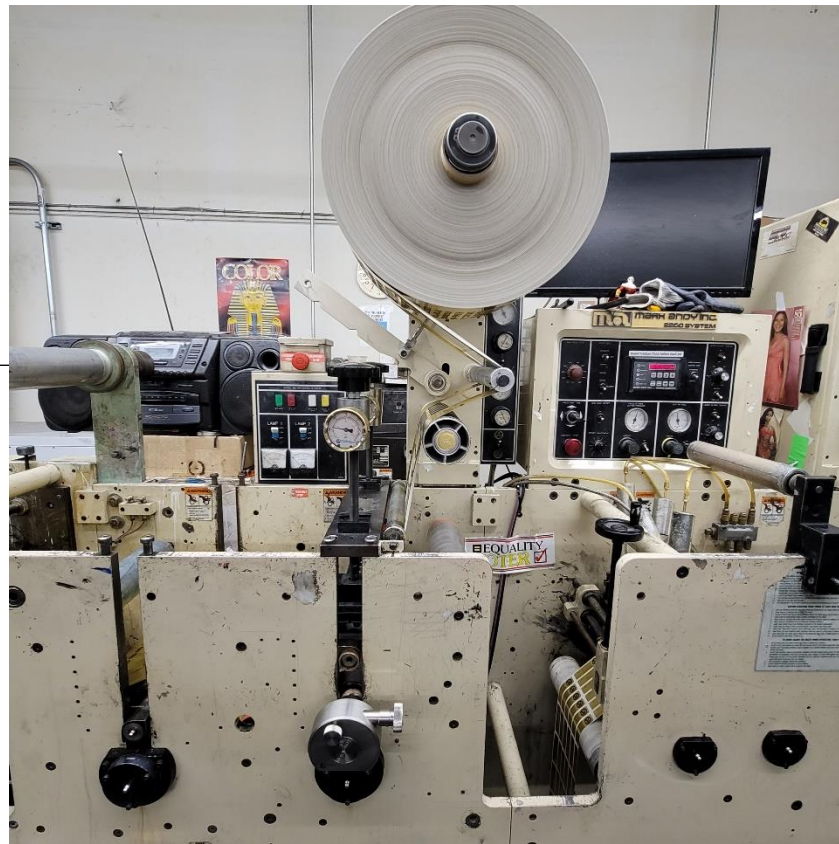


Labels are primarily printed using the flexographic process.  
Digital is now an option and is good for short to medium runs.  
UV inkjet, aqueous inkjet and toner based printing technologies.



# The Label Printing Process

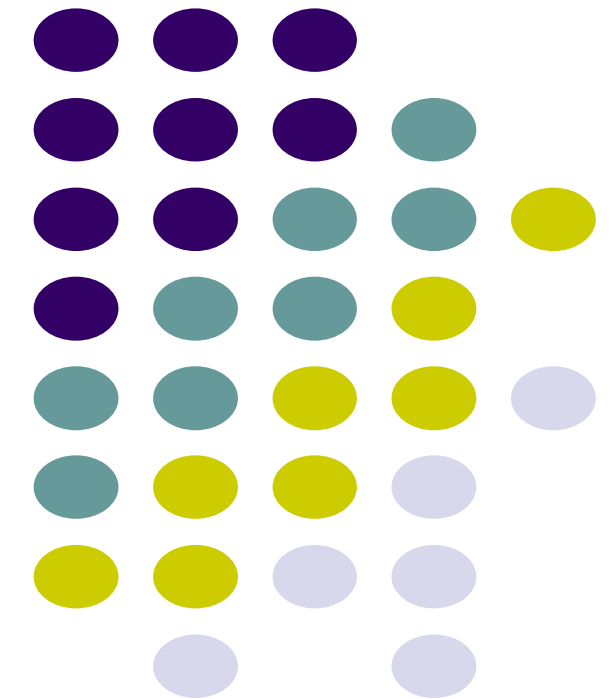
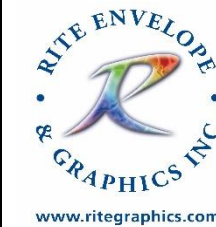
Die cutting is an inline process.



Flexible dies are the most economical tool, both in use and cost.



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# Market effect on materials



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Consumption decline uncoated paper in 2020 by 21%

Forecasts of 3.2% decline in 2021

Coated paper demand fell 25% in 2020

Forecasts of 6% decline in 2021

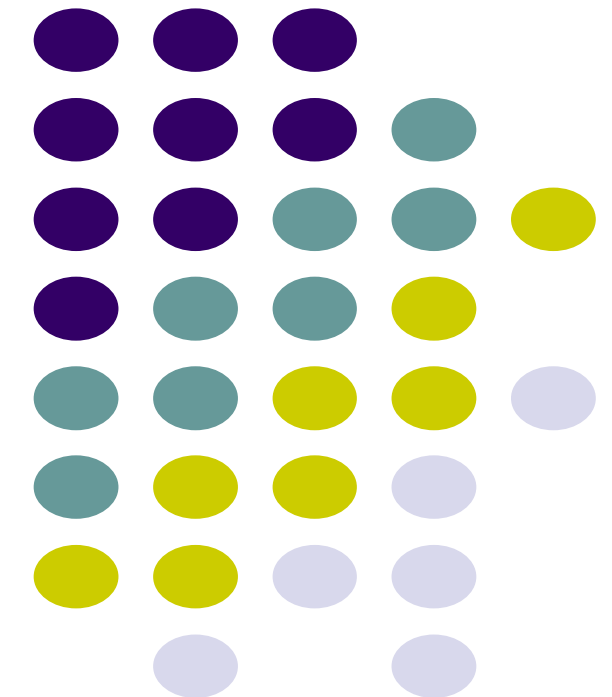
Large mills shifting manufacturing to fewer facilities

Mills are holding less inventory

Mills are making fewer deliveries to their distributors

More mills making more packaging material for online shopping boom

Lack of full train rail cars have forced transportation to trucks





# Market effect on materials



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Cost of chemicals, wood pulp and transportation up  
Shortage of shipping containers worldwide.

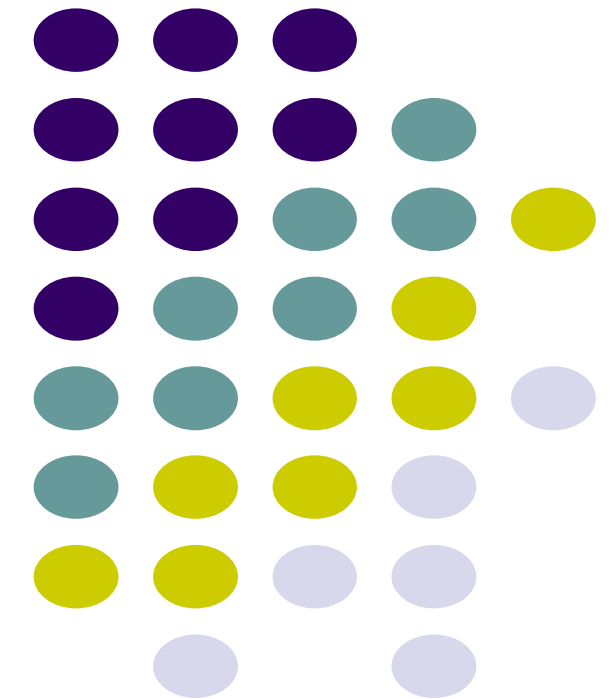
COATED PAPER: Verso and Sappi mills just had  
second price increase ( 2-5%)

UNCOATED PAPER: Price increase March 22, and another  
expected Summer 2021( 4 to 8%)

WHAT DOES THIS MEAN TO PRINT MANAGEMENT?

Less inventory means longer delays on paper availability

**Engage with vendors, meet your price and scheduling goals!**



# Thank You!



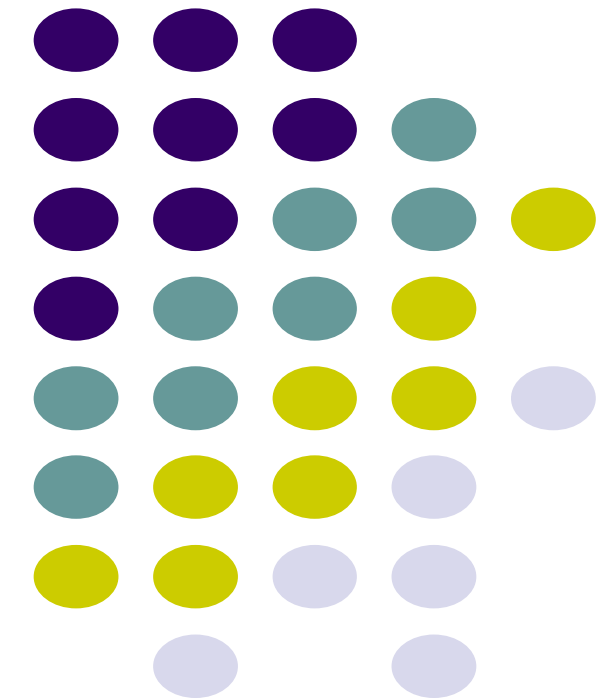
merging as of May 1, 2021



**Aleka Agapitides**  
**Account Executive**  
**Rite Envelope & Graphics**  
**aagapitides@ritegraphics.com**  
**215-593-7122**

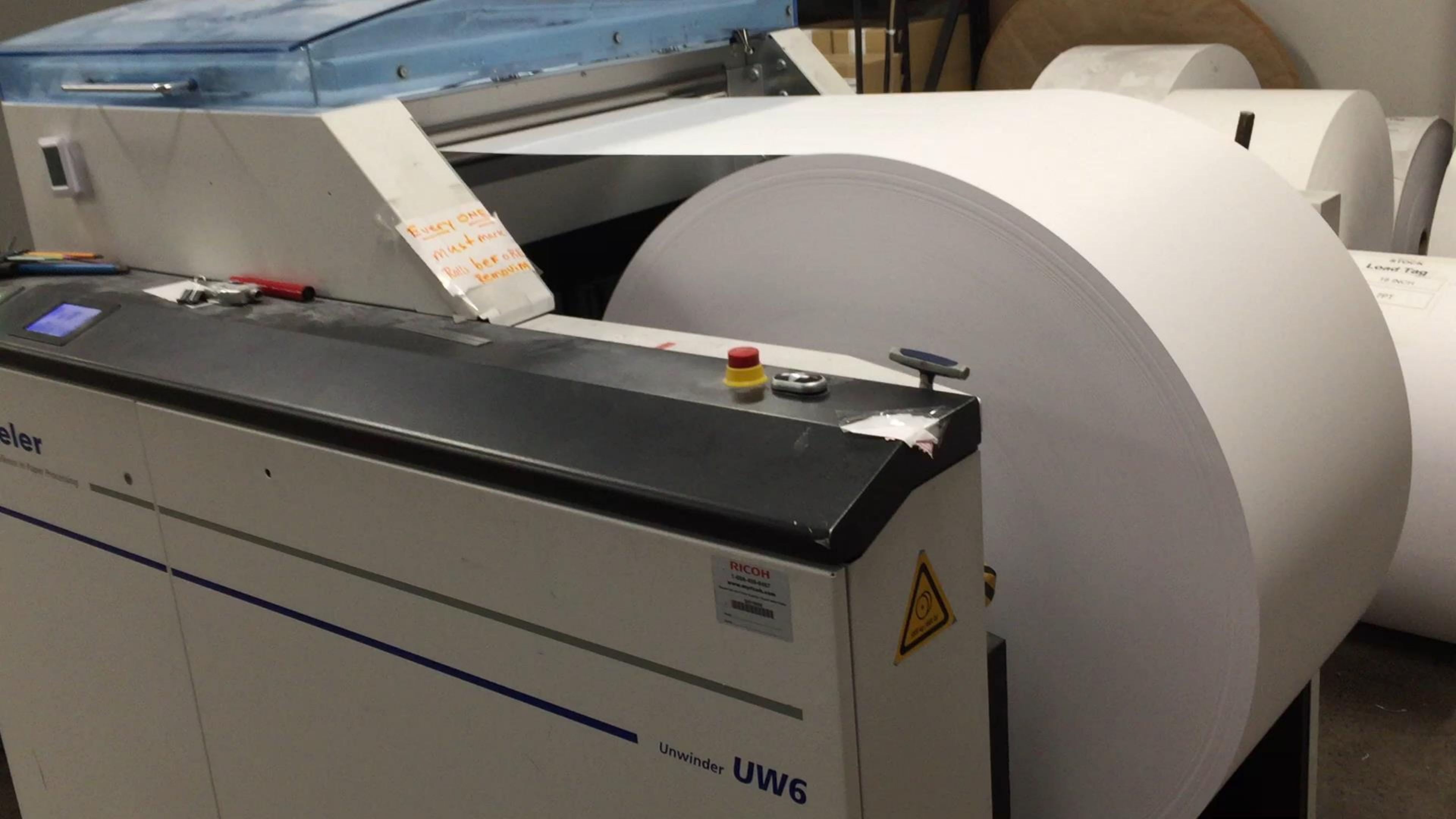
**Alan Rich**  
**President**  
**Nova Label Co.**  
**alan@novalabel.com**  
**301-386-4433**

**Tony Sarro**  
**VP Sales**  
**Chromagraphics, Inc.**  
**tsarro@chroma-graphics.net**  
**240-544-4075**









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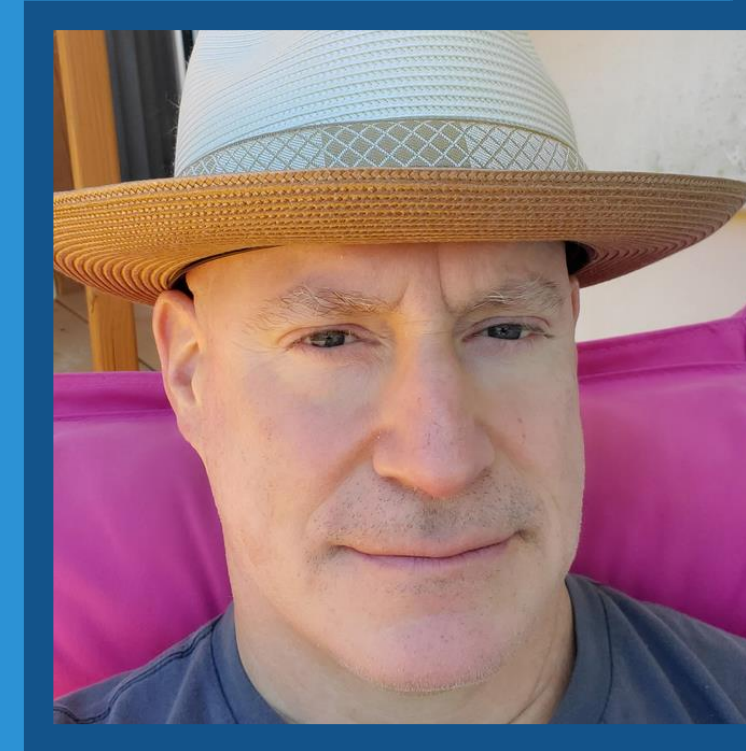
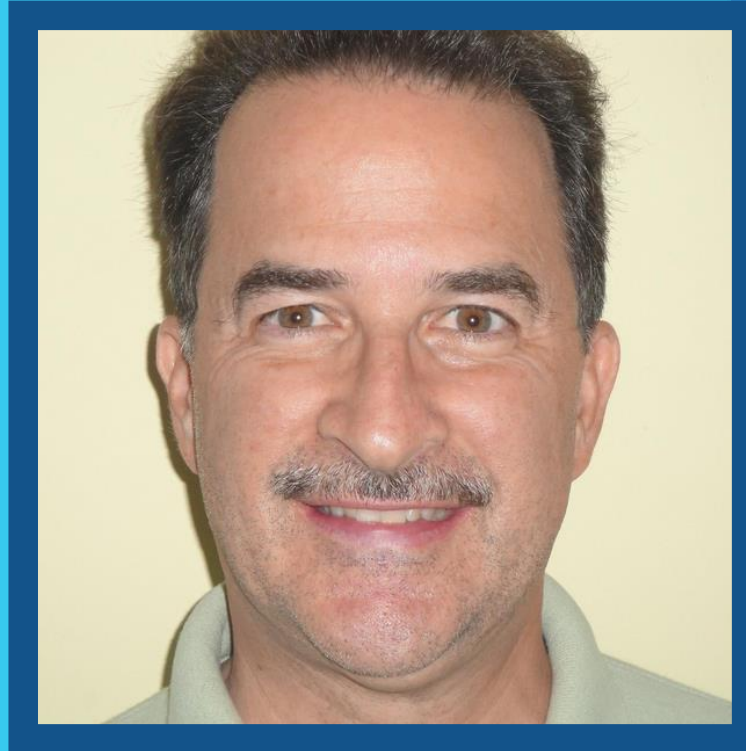








# Thank you!



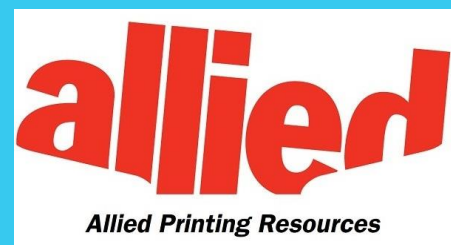
**Tony Sarro**

VP Sales  
Chromagraphics, Inc

**Alan Rich**

President  
Nova Label

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MONDAY, APRIL 19 | 1- 2 PM EDT



# Thank you to our session Partner!



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MONDAY, APRIL 19 | 1- 2 PM EDT

Production Week

**DMAW**  
Direct Marketing Association of Washington



**See you tomorrow!**

# Production Week

## Data Hygiene/Personalization

Wednesday, April 21, 2021

1:00 PM – 2:00 PM

Production Week

**DMAW**

Direct Marketing Association of Washington



# Production Week

**APRIL 19 - 23**

**1 - 2 PM EDT DAILY**

**Pre-Production, Printing, Data Hygiene,  
Mailshop Processing, USPS and Postal Logistics**