

OPTIMIZING THE PRODUCTION MANAGER - PRINTER PARTNERSHIP

Sheet-fed, Web Press and Other Considerations



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Allied Printing Resources



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COST OF SERVICES

QUALITY OF PRODUCTS



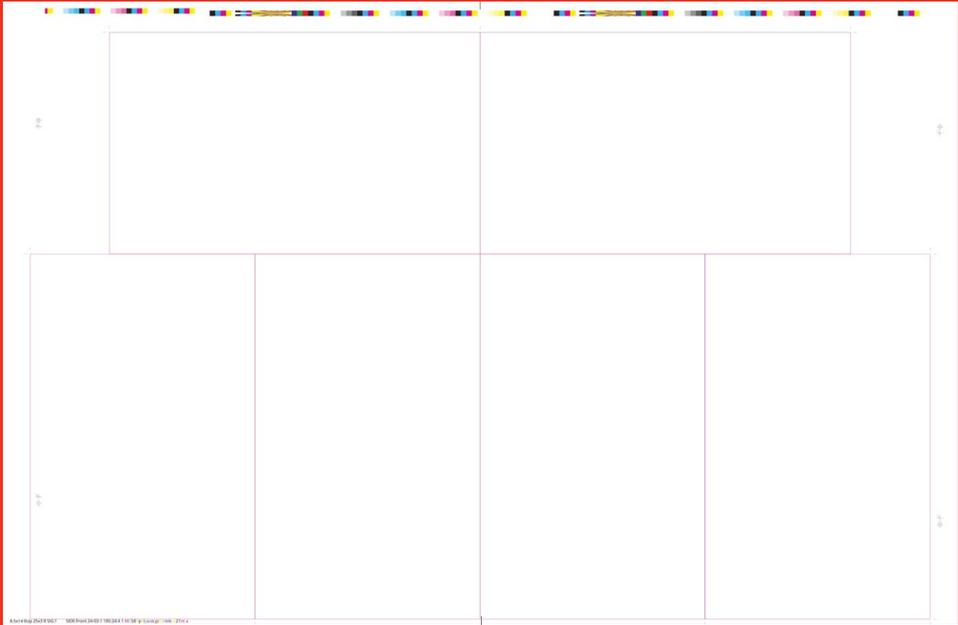
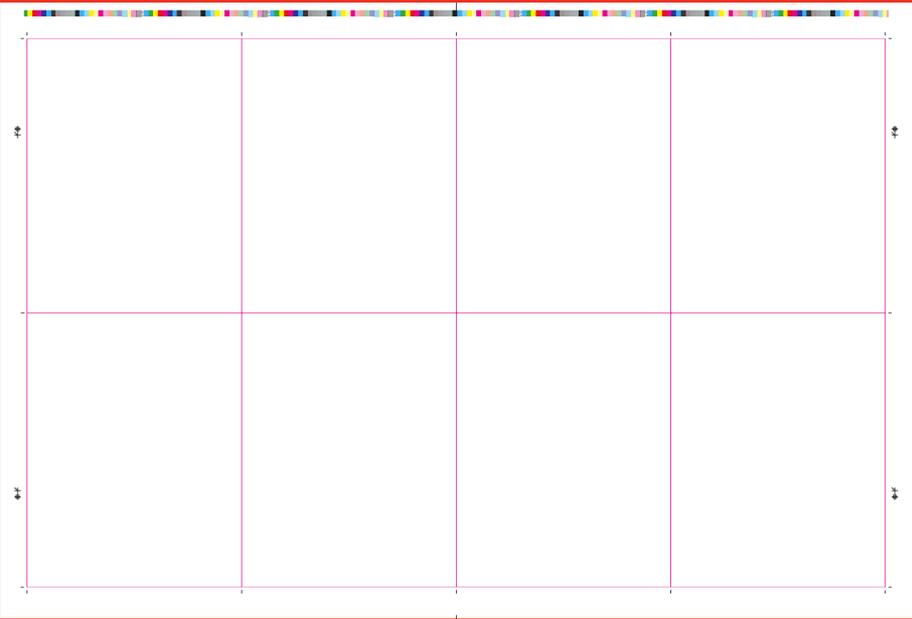
Bill is NOT
a Superstar





Bill's assumption was incorrect

.



BE A SUPERSTAR

Understand **press types and capabilities**.

Be familiar with **basic paper terms**.

Know the **two inks processes**.

Be intentional with production **logistics**.

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PRINTING PRESS

TYPES & CAPABILITIES



SHEET-FED IS...



1. Hi-speed press that **finishes as rolls**.
2. A method of printing where **individual sheets of paper** are fed into a printing press.
3. A press that **cuts paper before feeding** into press.
4. A press used for making continuous forms.

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SHEET-FED



SHEET-FED

Benefits

- High Quality
- Versatility
- Color Accuracy
- Shorter Setup Time
- Multiple Finishing Options
- Quick Turnaround

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WEB OFFSET IS...



1. A high-speed printing method where a **continuous roll** of paper is fed through a press.
2. A method for printing **individual sheets**
3. A **type of press that produces high quality short run jobs**
4. A process for printing at **slower speeds** and high waste.



WEB



Web Offset

Benefits

- High Speed
- Cost Effective
- Large Quantities
- Rolls or Cutsheet

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- ***Which press*** do you recommend for this job?
- ***Why*** is that press best?

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THE BASICS

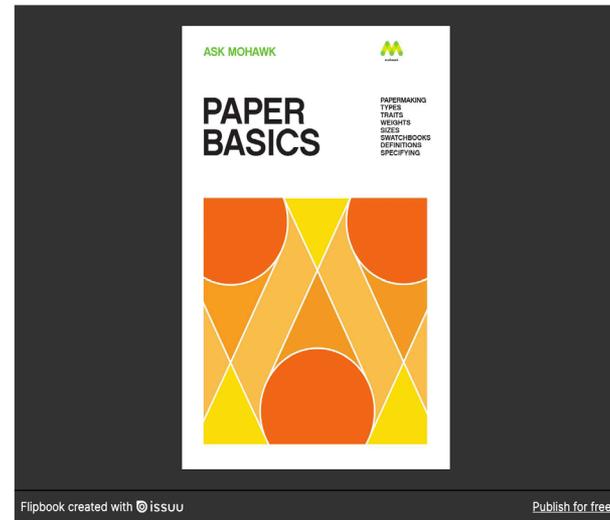
PAPER
INK
LOGISTICS



PAPER

- Paper is 2/3 of your cost!
- Different paper grades offer different results
 - Coated v. Uncoated
 - Text v. Cover

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Mohawk Paper

<https://www.mohawkconnects.com/article/ask-mohawk/paper-basics>

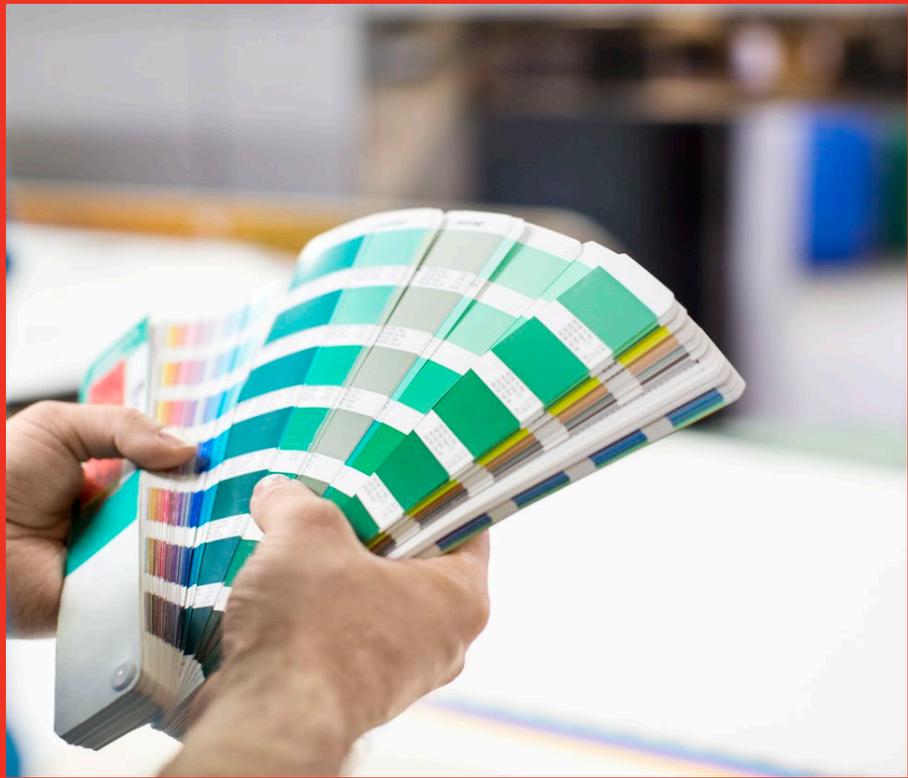
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INK BASICS

- Inks impact how the piece is created
- Ink choice impacts cost and dictates which press the job can be printed on



Consider CMYK or PMS Ink



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- In terms of ink, what is the most cost effective ink process for this job?
- My client expects (fill in your client's needs)... Will that ink process deliver on that expectation?

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BE INTENTIONAL WITH YOUR LOGISTICS

- Share the PDF
- Be real about your lead times
- Manage Author Alterations (AA)

THANK YOU!
ANY QUESTIONS?

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