

Service User Guide



**Printress
Media**

contact@printressmedia.co.uk



We pride ourselves on being more than just a producer of print. We are here to advise and support, offer ideas and solutions, to help and assist at any stage of the process from the inception of an idea or concept, through design, copywriting, proofing, printing, material selection, finishing – to the storage, mailing or delivery of the final job.



Printress Media's 'Service User Guide' has been designed to enable you to get the most from our service.

As well as contact information it's contents covers items such as paper sizes, envelope sizes, proofing technology, binding options and glossary. Should you require any further information your Account Manager is available at any time, a business card is included within this guide.



Contents

- All services under one roof
- Your Account Manager for advice and support
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- Promotional Items
- Web to print service
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- Glossary, order processing information, artwork requirements and accepted file formats



All services under one roof

At Printress Media we combine design, artwork, litho printing, digital printing, finishing, mailing (Royal Mail pick up twice daily from our premises) and secure storage (20,000 square feet).

All in-house, and based at one site, working around the clock resulting in faster turnaround times, lower delivery and transport costs along with lower carbon emissions.

We believe our service gives you more control, makes logistical sense, avoids wasting time, transport, administrative costs and negative environmental effects.

We believe we offer a service that is simply more cost effective, efficient and environmentally more sustainable.

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Materials

Printress Media can supply various paper samples in different weights and sizes depending on suitability, purpose or budget for your consideration. Mock ups of items can also be produced.

All materials are supplied by FSC certified suppliers and it is our policy to use only environmentally friendly vegetable based, water miscible inks.

We can advise on the many types of folding and finishes available as well as storage, mailing and distribution.

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Design service that works

Printress has assembled a team of talented, professional designers, copywriters, typographers and illustrators with expert creative and technical skills.

This well-established team provides fresh and creative thinking, together with innovative, straightforward and cost-effective solutions that work, whilst ensuring consistency and adherence to your corporate design guidelines. A senior Creative Director is available to take briefs, attend meetings, advise and support at all times.

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Printing and proofing

As well as the traditional lithographic printing machines Printress Media is fully equipped with digital printing presses. This enables us to cover all aspects of modern printing. With digital printing we can produce low volume, full colour jobs fast and economically, or use litho printing presses for larger print volumes.

Full Spectrum provides Quality Assured (ISO 9001 and ISO 14001) ISO 12647 standard digital printing, lithographic printing, variable data and personalised printing, storage and mailing including carbon neutral door to door to a range of clients, including both private and public sector organisations.

The preferred method of proofing, to minimise any negative environmental effects and employ the most resource-efficient technology, is electronically by PDF (Portable Document Format). In addition, we can produce hard copy proofs on one of our three colour-profiled laser-proofing devices. Epson or Machine Proofs can also be supplied, if required.

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Events & exhibition service

Total Project Management for events and exhibition stands.

- Free advice support and ideas covering...
getting the most ROI/attracting visitors to your stand/design/modular/
bespoke/electrics/Wi-Fi/flooring/audio-visual/furniture/logistics/
scheduling/stand manning training/visitor engagement/Trade shows,
Product Launches, stakeholder/customer engagement and consultation
events, training days, road shows, open days, conferences, workshops
- Ideal service for NHS, Charities, Local authorities, SME's, Commerce,
Education Sector, Museums, Marketing Managers, Road Shows, Trade
Shows and Communications Departments
- 3D design drawings, design proposal and full cost breakdown
- All graphics supplied
- Printing, giveaways, quirky ideas and creative thinking
- Construction/set-up/storing
- From the largest to the smallest, making the most of your space
- Give us your list of events/shows and we will provide a complete
schedule for your year

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Marketing & advertising

Marketing and advertising, both very important but different. Advertising is just one part of the overall marketing mix along with public relations and market research.

Advertising

“The paid, public, non-personal announcement of a persuasive message by an identified sponsor, the non-personable presentation or promotion by a company of its products to its existing and potential customers.”

Marketing

“The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.”

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Binding styles

Listed are some common forms of binding.

Saddle Stitching (8-80 pages)

Probably the most common and economical binding method. Created by punching wire through the document's outside spine, then bending the wire flat on the inside centre fold to grip all the pages. It may provide a similar look, but is not the same as stapling.

Loop Stitched (8-80 pages)

Comparable to saddle stitching, but with a different effect.

Loops

are created with wire along the external spine in order to insert and secure the document into a 3-ring binder. Great option for information instalments that can be added to larger collection.

Stab Stitched or Side Stitched (2-300 pages)

Stab or side stitching uses wire that is 'stabbed' into the front cover, through the inside pages and back cover of the document, instead of along the spine. Often covered to hide the wire.

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Sewn Bound (8-24 pages)

Similar to saddle stitching, but uses thread instead of wire. Thread is stitched along the entire spine. As more pages are added it begins to closely resemble case binding, but without the hardcover.

Perfect Bound (50-250 pages)

Sections of folded pages (signatures) have their spines trimmed off and roughed up to improve bonding with glue. All sections are collated and glued to its wrap-around cover. Cover is always scored on back and front, for ease of opening and less stress on spine.

Tape Bound (50-250 pages)

This method involves an adhesive tape being wrapped around the spine to hold the covers and inside pages in place. Usually pages need to be stitched together prior to affixing the tape to reinforce and provide added strength.

Screw Bound (16-400 pages)

In screw, stud or post binding, first holes are drilled through the complete document. Then a barrel post is inserted through the holes and a cap screw is added to the post to hold everything together. Frequently used for swatch books.

Hardcover or Case Bound (60-400 pages)

Standard binding used for hardcover books. Several different types to choose from, but typically involves inside pages being sewn together in sections. These are then glued to end papers which are glued to cover's spine.

Plastic Grip (2-250 pages)

This simple and easy method uses a moulded 3-sided plastic spine. By prying apart the 2 vertical strips the entire document is guided through one end of the plastic grip until it covers the full length of the spine.

Comb Bound or Plastic Bound (2-250 pages)

Economical method suitable for manuals and books that need to lay flat when open. Using rectangular holes punched through the document, the plastic comb's rings are threaded through holes. Page edges at spine are covered by plastic comb.

Spiral Bound or Coil Bound (16-275 pages)

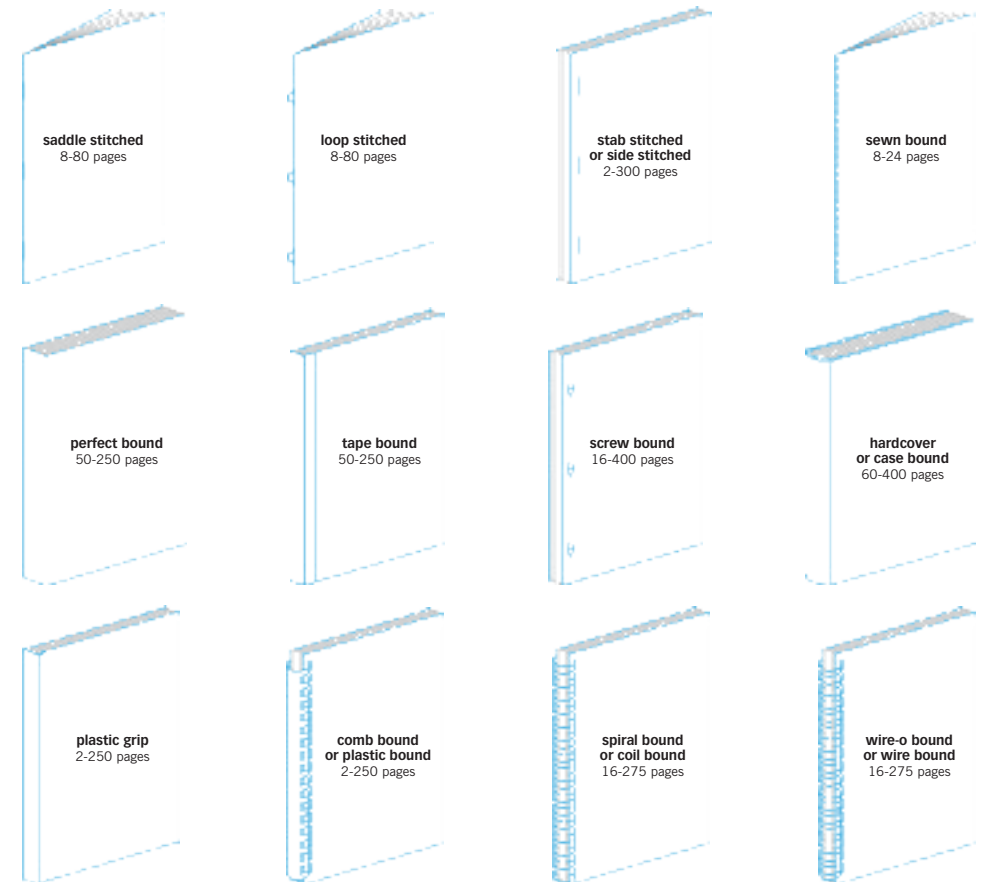
Utilizes a smooth round coil to hold pages together. Allows book to lie flat when open or pages can be turned all the way around to the back if desired. Wire is threaded through punched holes and then ends are crimped to prevent wire slipping off. Spirals or coils are available in variety of colours.

Wire-O Bound or Wire Bound (16-275 pages)

Highly popular Wire-O option uses formed wire that threads through punched holes. This allows books to lay flat when open. Wire loops are available in variety of colours to co-ordinate with cover colour. A durable option for a wide variety of project types with options including:

- Standard Binding – separate front and back covers.
- Full Canadian – partially hidden wire is exposed on front and back cover.
- Half Canadian – wire is exposed on the back cover.
- Easel – a free standing triangular cover used for calendars.

Common forms of binding





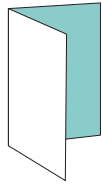
Folding and sizes

Paper sizes are mostly supplied in 'A' series and 'B' series with 'C' series sizes being used for envelopes. Using these sizes ensures that your job is produced in the most economically and environmentally sound way, producing the least amount of waste (trimming) as possible. A, B and C series sizes are listed overleaf.

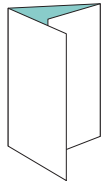
The 'C' series for envelopes was introduced to suit the 'A' series of paper sizes. A C4 will hold an A4 sheet of paper unfolded, a C5 envelope will hold an A4 sheet folded in half and a C6 will hold an A4 sheet folded twice.

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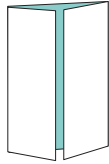
Common forms of folding



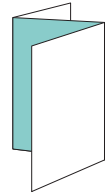
single fold
4 page leaflet



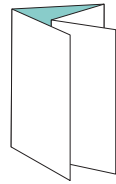
standard / roll fold
6 page leaflet



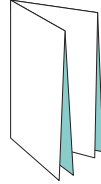
gate fold
6 page leaflet



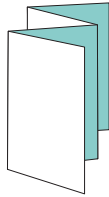
concertina fold
6 page leaflet



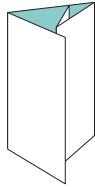
parallel double fold
8 page leaflet



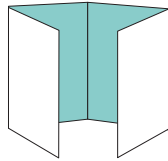
right angle / French fold
8 page leaflet



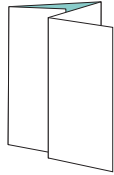
concertina fold
8 page leaflet



parallel over & outer fold
8 page leaflet



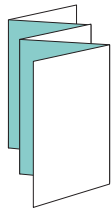
double gate fold
8 page leaflet



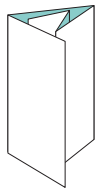
parallel map fold
8 page leaflet



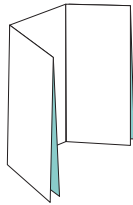
reverse map fold
8 page leaflet



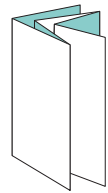
concertina fold
10 page leaflet



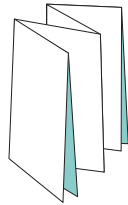
parallel over & outer fold
10 page leaflet



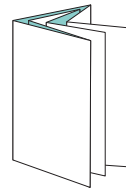
parallel with roll
12 page leaflet



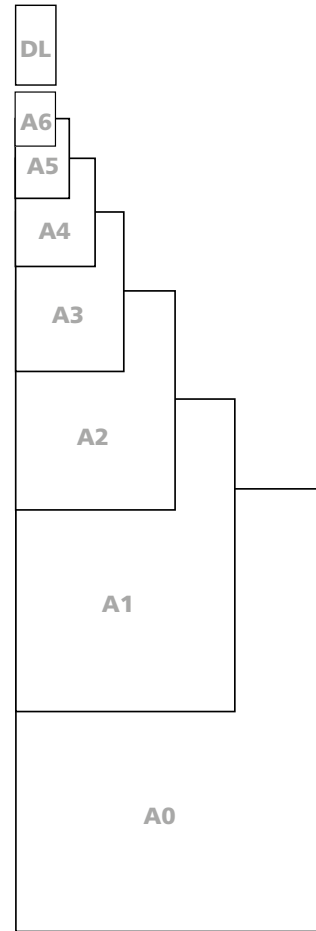
parallel triple fold
12 page leaflet



parallel with concertina
16 page leaflet



parallel quad fold
16 page leaflet



Paper Sizes

DL	210mm	x	99mm
A6	148mm	x	105mm
A5	210mm	x	148mm
A4	210mm	x	297mm
A3	420mm	x	297mm
A2	420mm	x	594mm
A1	594mm	x	841mm
A0	1189mm	x	841mm

Envelope Sizes

DL	220mm	x	110mm
C6	114mm	x	162mm
C5	162mm	x	229mm
C4	229mm	x	324mm

SRA Sheet Sizes

SRA1	640mm	x	900mm
SRA2	450mm	x	640mm
SRA3	320mm	x	450mm

B Series Sizes

B1	720mm	x	1020mm
B2	720mm	x	520mm



Mailing services

At Printress mailings straight from our premises are not a problem, in fact it makes very good sense.

Full Spectrum uses the latest Konica Minolta 6000 digital technology for our mailings with duplex option enabling us to print out single or double sided letters, mailers and leaflets in multi-colour or full colour. This technology allows us to fold, stitch/staple inline.

We can produce a wide range of variable or fixed data items such as postage paid impressions, barcodes, logos, variable text, numbering and many other applications onto a wide range of materials, including envelopes, leaflets, plans, newsletters, paper, postcards and carrier sheets.

We have a Royal Mail pick up from our premises twice daily, resulting in reduced CO² emissions.

You can use our PPI/Docket book or you can supply your own.

Email: contact@printressmedia.co.uk



Branded Promotional Items

Exhibitions, Events, Presentations

Bags, Pens, Bottles, Talking Print, Mugs, Pads, Clothing, Keyrings, Trolley Coins, Canvass Prints, Giveaways...

You name it, we can produce it!

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Green credentials

We are committed to continuous improvement of our environmental performance in all areas of our work. Our aim is to ensure that environmental objectives are integrated into relevant business objectives in a cost-effective manner.

Printress recognises that many of its activities have some impact on the environment. We aim to conduct our business and operations to reflect best environmental practice and we will implement an Environmental Management System appropriate to the location, scale and nature of our activities to demonstrate our commitment to “A better quality of life”.



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Glossary

Binding or Bindery: A method of attaching pages together. Some options are shown in this guide, such as 'Saddle Stitch' and 'Perfect Binding'.

Bleed: Trimming machines are not as precise as printing presses. When the job is cut down (trimmed) to its final size, it is almost impossible to cut along the page edge exactly. Having imaging go well off the page (bleed off) will ensure no possibility of a white hairline around the edge of the page. During the setup of your job any image going to the edge of the page will need to extend off (bleed off) the page by at least 3 mm, not stop at page edge in order to print correctly.

CMYK: Most jobs are printed using only 4 ink colours; Cyan (blueish), Magenta (pinkish), Yellow & Black. Layering these colours can produce most colours...but not all.

Coated Paper: Coated paper has a shiny surface (enamel coating). When printing on coated paper the ink is not absorbed into the paper as much.

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Coating: Aqueous coating is a clear, fast-drying, water-based coating that is used to protect printed pieces. Due to its water-based, aqueous coating it is more environmentally friendly than varnish or UV coatings. Varnish is basically clear ink and can be gloss, satin or matte.

Dot Gain: The concept that ink soaks into paper by different amounts on different types of paper. The more the dot gain, the darker, less crisp the photo will appear. Usually expressed in percentages.

DTP: Desktop Publishing.

Encapsulation: The printed material is sealed both sides in plastic.

EPS File: Encapsulated PostScript File. A vector based image file.

4/1 (four back one): A job that is printed using 4 colour on front and one colour (usually black) on the back.

4 Colour: Same as four colour, full colour or four colour process.

FSC: Forest Stewardship Council. An independent, non-governmental, not-for-profit organisation established to promote the responsible management of the world's forests. Full Spectrum are proud to be FSC accredited.

FTP: Stands for File Transfer Protocol. It is a method of sending files via computer modem. If you wish to send your job using this method we will give you the specific login information.

GIF File: Graphic Interchange Format.

ISO: International Organisation for Standardisation. The ISO family of standards relate to quality management systems and are designed to help organisations ensure they meet the needs of customers and other stakeholders. Full Spectrum are ISO 9001 and ISO 14001 accredited and run to ISO 12647 standard on press.

JPEG file: Joint Photographic Experts Group. A compressed raster image file.

Lamination: Application of a thin layer of plastic coating, can be matte, silk or glossy.

Offset: A type of printing press or printing method. Full Spectrum have a mix of Offset Litho and Digital presses including Envelope printing.

PDF: Short for Portable Document Format. PDF is a digital file format that was designed to make it possible for viewers to open and view on many computer platforms (Macintosh, Windows or UNIX) without cross-platform problems. A stable digital file format preferred by Full Spectrum.

Perf: Short for Perforation or Perforating. A process that places tiny holes in paper making it easier to tear out. An example would be around a Business Reply card.

Perfect Bound: A binding method. The job will have a spine that resembles the spine of a paperback novel.

Plate: The part of a printing press that transfers the ink onto the paper.

Plus Cover/Self Cover: Plus Cover doesn't include the cover in the page count (number of pages plus the cover). Self Cover refers to a job that the cover is included in the page count (same material). Example: 16 pages self cover has 16 total pages. 16 pages plus cover has 20 total pages (16 text pages + 4 cover pages of a different material).

Poly Bagging: A clear, sealed plastic bag that the job can be placed into. This protects the item in the mail and allows other items, such as catalogues or CDs, to be included with the mailing.

Resolution: Images on a computer monitor are made by tiny dots of light (pixels). These dots fool your eye into thinking there is photo on the screen. Resolution refers to the number of the dots in terms of dots per inch (dpi). The higher the number, the more detail an image can have. Your computer monitor shows images at 72 dpi. For professional printing 300 dpi is required.

RGB: Computer monitors make all their colours using three (light) colours; Red, Green, and Blue. Using these colours can produce most of the colours your eye can see. This "colour space" is used when producing anything that is viewed through your monitor, NOT printed. Printing inks cannot come close to printing this range (see CMYK).

Sealing: Seals the ink to ensure no rub off (set off) or smudging occurs.

Sheet-feed or Sheet-fed Press: A printing method in which the printing press uses large, pre-cut paper sheets.

Stitching or Saddle Stitch: A binding method. The industry term for stapling along the fold.

TIFF File: Tag Image File Format. A raster image file.

Uncoated Paper: The paper doesn't have a coating to make it shiny or keep the ink from soaking in. Copier paper and newspapers use uncoated paper. Fully recyclable.

UV Coating: A heavy high gloss, shiny coating. It hides fingerprints and is hard wearing and protective. It can be expensive.

Varnish: A shiny coating. Although not as heavy or shiny as UV, Varnish is a cheaper alternative as it is "printed on" as just another ink colour, not a separate process like UV.



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Order processing information required to produce an estimate / job

- Order No:** For example = 000123
- Extent:** For example = 12 page booklet
- Printing:** For example = 4 colour process throughout
- Size:** For example = A5
- Material:** For example = 120 gsm, matte, FSC
- Quantity:** For example = 10,000 copies
- Finishing:** For example = fold, stitch and trim
- Delivery:** For example = Tuesday 21st, One London Address

Artwork requirements and accepted file formats

- Format:** JPEG, EPS or PDF
- Colour:** CMYK (four colour process) or Pantone for litho or either CMYK or RGB for digital printing
- Bleed:** 3mm
- Safe Zone:** 3mm
- Resolution:** 300dpi
- Fonts:** Outlined or embedded

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