



HOWARD PRINTING

NEWSLETTER

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COMMERCIAL VERSUS QUICK

By Linda W. Hager, Owner, Clear Communication

SHOULD YOU EVER USE A “QUICK PRINTER”? OF COURSE. For some jobs, that’s the best way to go. But how do you decide if you should use a full-service commercial printer or if a quick printer will suffice? Here are some guidelines.

When you work with a full-service printer, you have an account representative who is familiar with your business, your preferences, and your previous print jobs. Your representative can tell you about options you might not have considered and can suggest ways to ensure that your project will be successful — and within budget.

Sometimes your representative will suggest that you talk with a professional writer or editor. No matter how good your writing is, an “outsider” can

- help make sure that your audience will understand the message
- make certain that you won’t be embarrassed by the grammar or punctuation errors that can creep in when you’re working on multiple projects with tight deadlines
- save you money by catching typos and other errors.

A full-service printer such as Howard Printing knows the work of area writers and editors and can refer you to the one best suited to your needs. Using a freelancer recommended by your printer can be economical and has the added advantage of ensuring your work will be handled by the specific person you have chosen.

Similarly, your full-service printer knows the work of area designers and can suggest someone with whom you are likely to work well in creating a piece you’ll be proud of. Working with a designer recommended by your printer also helps prevent the technical glitches that can cost you time and money.

What other factors should you consider as you make the choice between full-service and quick printing?

- ◆ **High quantities.** Quick printers offer good prices for low quantities. When a printing order’s quantity goes into the thousands, large-format equipment will produce a job faster, more efficiently, and more economically.

- ◆ **High quality photographic reproduction.** Excellent halftones and duotones require a high-quality scanner and the use of metal printing plates. The flat-bed scanners and plastic plates used by quick printers just don’t cut it for fine photography reproduction. Drum scanners produce the highest resolution (150-300 line screens), and metal plates guarantee precision dot formation on press.

- ◆ **Four-color process printing.** Successful four-color process printing is attainable only through the use of a high-end drum scanner for color separations and the precision, large-format printing presses that use metal plates. Quick printers do not print four-color process. If they tell you they do, they are subcontracting to a commercial shop.

- ◆ **Heavy ink coverage.** Heavy ink coverage occurs when 40% or more of a printed sheet’s surface is covered with ink or whenever a large block of solid color appears on a sheet. Small printing presses do not have adequate ink distribution roller systems to maintain an even amount of coverage when heavy ink solids are present. Jobs with heavy ink coverage will look uneven in color, show roller marks, or “ghost” unless they are run on large presses.

- ◆ **Tight register.** Register is the relationship of one ink color to another. Tight register occurs when two ink colors touch or when a critical amount of space must be maintained between two different colors. Full-service commercial printers are accustomed to tight register jobs and have the equipment and the press operators who can maintain proper register throughout a press run.

- ◆ **Die cutting.** Die cutting is an operation in which paper is cut into an irregular shape. A cutting die and other special equipment are needed to produce this effect. Commercial printers have die-cutting equipment on-site. Often they will also have glue-binders to completely automate the finishing process of pocket folders and presentation materials.

Continued on back page

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PRODUCTION NOTES:

This newsletter
is printed on a 40-inch Roland
lithographic four-color press
using process inks and
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POSTAL NOTES

MAJOR U.S. POSTAL REFORMS WERE IMPLEMENTED on July 1, 1996; similar nonprofit rate changes followed on October 6, 1996. The goal: increase efficiency through automation, reduce postage costs for mailers who use bar codes, and educate keepers of mailing lists about new policies and procedures. The result: if you are tenacious enough to stay in the know, you will be rewarded with big postage rate discounts.

For-profit companies have one set of rules and nonprofit organizations have a different set of rules. But both groups need to attend USPS mail design and prep seminars to get familiar with new layout formats, policies, and procedures necessary to mail pieces at the best possible rate. Some requirements you should know about:

- ◆ Automation is the key to lower postage rates. Self-mailers should have the final fold on the bottom and right sides of the mail with the "open" parts of the piece on the top and left. A minimum of one wafer seal or "tab" must be placed on the top "open" side of the mailing piece to keep it from flopping around as it travels through high-speed sorters. The proper "rectangular" orientation of the piece is also necessary for automation. To verify this, divide the length by the height. The resulting number must fall between 1.3 and 2.5 to be correct.
- ◆ Bar coding is the second part of the automation process. Mailing lists can now be run through specialized software programs to, first, add the "plus-4" zip code numbers and, then, CASS-certify the final mailing list. CASS-certification is a requirement for obtaining the lowest possible postage rates because it proves that your list is accurate in its zip plus-4 addressing.
- ◆ Letter-size mail (anything between the minimum 3-1/2 x 5 and maximum 6-1/8 x 11-1/2 inches in size and less than 1/4-inch in thickness) that is bar coded and automatable can save 7% per piece in postage. Letters without bar codes have increased in cost. Flats (mailing pieces over 6-1/8 x 11-1/2 yet under 12 x 15 inches in size and less than 3/4-inch in thickness) that are bar coded and automatable can result in a savings of up to three cents per piece in postage costs.
- ◆ Mailers who decide not to pursue zip plus-4 or bar coding of their lists still need to understand that the post office is moving toward total automation. This means

that a 5/8-inch clearance (or "white space") should be left at the bottom of the addressing area of any mailed piece so that the post office can attempt to print a bar code. If a 5/8-inch clearance is not maintained, the bar code will overprint whatever is in its way. If the bar code becomes unreadable because it has overprinted other copy, an opaque sticker with a fluorescent bar code will be applied to the piece. The sticker is removable, yet disruptive to the message and aesthetics of the piece.

Notes about 1997 changes

The USPS plans to streamline the address correction process by condensing 12 mailpiece endorsements to three. An endorsement is the copy you print under your return address on the front of an envelope or mailing label. Businesses use endorsements to instruct the USPS about what to do with "undeliverable as addressed" mailpieces. They include:

- Address Correction Requested
- Do Not Forward
- Return Postage Guaranteed
- Do Not Return
- Forwarding and Address Correction Requested

Use of these five basic endorsements (and any combination of them) has been the norm for more than 30 years. The proposed (but not yet approved) new endorsements are:

- ◆ Return Service Requested. Use this endorsement when you want a mailpiece returned and you are willing to pay the return postage fee. Information about why the piece was undeliverable will be included on the returned materials. If the piece has a high value and can be re-mailed, you may want to select this endorsement.
- ◆ Change Service Requested. Use this endorsement when you don't want the mailpiece back, but you do want a new address, a corrected address, or information about why the piece was undeliverable. A fee will be assessed for the address correction information. This is attractive for mailers who send dated materials and don't want to pay for the return of obsolete or no-value mailpieces — yet want to get corrections for future mailings.
- ◆ Address Service Requested. Use this endorsement when a mailpiece can be forwarded to another destination. Information about the updated address will then be returned to you for a fee. The good part about this endorsement is that there is no delay in getting the piece sent on to its destination when it is forwardable. More USPS details will be available by July 1997.

PRIVATE WATERMARKS MAKING A PUBLIC STATEMENT

OF ALL TECHNIQUES USED TO CREATE A CORPORATE IMAGE, NOTHING IS QUITE AS DISTINCTIVE AS A private watermark. Embossing is elegant and foil is flashy — but when a company’s stationery carries its logo within the fibers of the paper, a new level of prestige has been reached.

Gilbert Paper was the first paper mill to offer commercial private watermarks and has been serving discerning companies since 1887. Gilbert cites these benefits realized through the use of a private watermark.

Communicate something extra special.

Your logo is placed in the paper during the manufacturing process through the rearrangement of the sheet’s fibers. It is a quiet and sophisticated statement of quality that is understood by everyone.

Formulate to suit your needs or taste.

You can specify your watermark sheet to contain from 25% to 100% cotton fiber. Cotton fibers are superior in strength to wood fibers and have an unmistakable look, feel, and snap of quality. Premium sulphite (wood fiber) sheets are also available. Choose from wove, smooth, and cockle finishes. White is the most popular color, but colored sheets are also available.

You can be kind to the environment.

With a one-year growth cycle, cotton is a readily available and renewable fiber that requires a minimum amount of chemicals to transform it into paper. Cotton can also be combined with post-consumer waste materials for recycled grades of watermarked paper.

Custom design and position your mark.

Black and white artwork of your current logo may be all that is needed to start production. A wire watermark is lighter than the surrounding paper when you hold it to the light due to fiber displacement. A shaded watermark is darker than the surrounding paper when you hold it to the light due to fiber pooling. Five watermark positions are available for a letterhead:



Private watermark production costs are dependent on the amount of paper purchased, complexity of the mark’s design, fiber content and finish, color, and positioning of the mark on the letterhead. A minimum order of 2000 pounds of paper is typical. With a random logo position, 2000 pounds would produce enough paper for approximately 75,000 sheets of letterheads and 75,000 #10 envelopes.

When considering private watermarked stock for corporate identity programs, remember to include enough paper for items in addition to the basic letterhead and envelope such as second sheets, monarch stationery sets, and executive memos.

Your Howard Printing representative would be happy to assist you with pricing details for custom watermark paper, printing, and converting.

POST-TREE TRIVIA

Russ Smith of Central Michigan Paper Company has been selling paper for 31 years. He recently submitted some interesting fiber factoids.

- *Curtis Brightwater* was so named because it was originally made using pure artesian well water rather than common river water. Purity of water contributed to the sheet’s natural whiteness, brightness, and neutrality of pH levels.
- *Fox River’s Tree Free* paper line has a new name: *Rubicon*. Julius Caesar crossed the Rubicon River in 49 B.C. when he took rule over Italy and much of Europe. Although no one knows what that fact has to do with papermaking, the Rubicon paper line remains unique in its market because it is manufactured from 100% bamboo pulp. All of the bamboo used in this paper line is raised on Asian, family-owned farms and typically matures in only four years (as opposed to a minimum of seven years for wood pulp harvests).
- Even though sheet-for-sheet an uncoated paper weighs less than a coated paper, uncoated papers are far bulkier. This means any book using uncoated paper will be much thicker than a similar one using coated paper. For example, it takes approximately 385 sheets of a 70# uncoated text paper to reach one inch in thickness. It takes almost 40% again as much or approximately 625 sheets of a 70# coated text paper to reach one inch of thickness.
- The reason coated papers weigh more than uncoated papers is that the clay and coating resins put on the surface of the sheet to create smoothness, add gloss, and improve printability are far heavier than simple paper pulp.
- Consolidated now has a coated paper that is laser and copy machine compatible. *Futura® Laser* is the first dry toner-receptive gloss paper that really works.
- The *Curtis Rib-laid* paper finish resulted when the timing of their papermaking machine accidentally went out of sync. The irregular arrangement of fibers or “ribs” was found to have appeal with graphic designers and has subsequently become one of Curtis’ high-end paper lines.

◆ **Stamping.** Foil stamping also requires a die and special stamping equipment not typically found at a quick print shop. Foil is a very thin layer of metal or plastic that is applied to paper with heat and pressure. Stamping can be flat, blind, embossed, or debossed. Foils can be metallic, colored, patterned, pastel, translucent, or clear.

◆ **Image retouching and color enhancement.** When your photography or graphics need help and you don't have the time, knowledge, or desire to do electronic retouching, a commercial shop will have the personnel, software, and hardware necessary to achieve the effect you want. Background adjustments, out-lines, removal of unwanted images in photography, and color adjustments are daily occurrences in a commercial shop.

◆ **Precision ink mixing.** Color matching through precision ink mixing is a common request in commercial print shops. Inks matched to previously printed materials, paints, plastics, and fabric require a skilled color-mixing specialist.

- ◆ **Comprehensive proofing systems.** If you need to
 - check the sizing, cropping, and resolution of photo scans
 - confirm that the complex graphics and special effects you created really work
 - see how the Photoshop-enhanced graphics will look on press
 - make sure the image is what you want vs. what you see on the monitor

then you need the precision proofing systems offered by a full-service commercial printer.

If you have questions about full-service printing, ask your Howard Printing account representative. You don't have to put on your hat, coat, muffler, gloves, and boots and drive through a spring blizzard to Howard Printing; full-service printers come to you.

Clear Communication specializes in public relations, writing, editing and marketing.

NETIQUETTE

With the proliferation of electronic mail, it's important to be aware of on-line etiquette, especially when you are just getting started and the excitement of being able to converse globally is at its peak. If you remember that the recipient has only your e-mail message by which to judge your intentions or professionalism, it makes it easy to stay in check with netiquette.

Spelling and Grammar — E-mail doesn't have spell-check. This means you should read over any message you are ready to send for spelling errors and poor grammar. If you are a sloppy speller who has become reliant on spell-check or previously had a secretary to correct your mistakes, buy a good dictionary and style book (such as the *AP Style Book*). Nothing looks less professional than a first-time correspondence that is riddled with typos.

Long Messages — Computer screens are much harder to read than ink on paper. To avoid straining your reader's eyes, keep your messages short and to the point. There will be plenty of opportunities to embellish your point after interest is generated and a reply is received.

Capitalization — Mix capitalization into e-mail messages as you would a long-hand letter. USING ALL CAPS IS THE EQUIVALENT OF SCREAMING AT YOUR READER and should be avoided.

Resending Messages — Do not do this. If you do, you will become known as a nag. Your computer will tell you if your message did not go through. If you have a rush request, you are better off calling the recipient on the phone to convey that message. When you e-mail individuals from afar without any preliminary phone contact, you are always running the risk of not knowing if they are on vacation or away from their offices for extended periods of time. E-mail is cool and free, but a phone is still a handy business tool.

Familiarity and Foreign Cultures — First-time e-mail contacts should use the same formalities as regular business mail. Titles such as Mr., Mrs., Dr., and Ms. are still the best initial approach. And, with the ability to reach diverse cultures and countries, language, humor and common points of reference must be carefully examined before being used in your message.

Abbreviations — Dive in and use the lingo. Common abbreviations include BTW (by the way), IRL (in real life), IMHO (in my humble opinion), and ROTFL (rolling on the floor laughing).

Emoticons — Turning these tiny icons on their side will reveal your emotions.

SYMBOL	TRANSLATION	SYMBOL	TRANSLATION
%-(Confused and unhappy	:-\	Mixed feelings, but mostly happy
%-)	Confused, but still happy	:-/	Mixed feelings, but mostly sad
:-)	I'm joking	;-)	A wink. This denote a pun or sly joke

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