

# Lower Print Cost

Buying value is always important, never more than now. This service note offers a systematic approach to help print buyers lower cost without compromising the quality or impact of their project.

## Paper

The process of value maximization starts early in the design process. Decisions about paper, finished size and construction all can lead to significant savings. Consider paper, one of the largest cost elements in most print projects.



As one of the largest commercial printers in the region, Geographics buys paper at a discount and shares that savings with customers. As you plan a project budget, ask your account manager to explain the range of stocks we recommend to meet your objectives. We can help you get the best value and performance. We also can suggest strategies to avoid possible mid-course paper price hikes.

## Dimensions

Finished dimensions are an important cost factor. It is not unusual for a ¼ inch adjustment in size to save thousands of pounds of paper on a long run. We will show you the sizes that are most efficient to produce; lowering your cost for paper. Ask

for a paper mock-up of the variations that fit your project.

## Construction

Construction is the next opportunity to lower cost. Geographics has engineered our production workflow to create many designs with in-line coating, trimming, folding and similar finishing operations. Making your project in fewer steps lowers labor cost and production time. Enlist our Planning and Estimating experts for advice how to make best use of Geographics substantial in-line capabilities.

## Options

If you have some flexibility on finished quantity, ask your account manager to quote allowing 2% Overs and Unders. Specifying zero Overs or Unders increases the job cost because the printer must produce extra pieces to avoid shortages.

You can also lower cost with standard cartons or bulk packaging. Unless it's essential, avoid specifying small bundles, such as shrink wrap quantities of 25.



## Shipping

Don't overlook the opportunity to save on shipping or storage. Geographics ships

many tons of products each month. We have negotiated discounted freight rates with proven carriers that allow us to offer reliable deliveries and superior value. Our GeoDirect fulfillment department can carry out complicated distribution plans with optional services such as web order entry, kit packing, and bulk mail. Let Geographics manage delivery and lower your costs.

## Authors Alterations

Your file preparation can make a big difference in the cost of a job. Changes can be expensive, especially if they are made late in the job. We encourage designers to use preflight software to check files before they are uploaded.

At the minimum, designers should remove unused colors and extra fonts. Low res and RGB images should be replaced. Geographics Prepress can provide expert coaching on preparing pressready files. We welcome calls from your team. An early planning discussion can save hours of work in Prepress.



## Proofs

You can lower cost with the right proof for each part of the process. Our electronic soft proof is a great solution of copy revisions and collaborative approvals. Low cost Digital Bluelines show page layout and approximate color.

# Service Note

*Information for printing Professionals*

Through our press targeting process we have refined our FinalProof contract proof to be the best possible representation of how your work will look on press. Having this very accurate proof before incurring the cost of press and paper assures that your expectations will be achieved, and makes press approval easy. Press time is often the second largest cost element in a project.



## Our Contribution

The most successful projects are collaborations with the discussions starting at concept. Still, Geographics gladly accepts sole responsibility to produce every project as efficiently as it can be made. We have invested year after year in more automated printing and bindery equipment. Closed loop color control is an example. Our presses automatically begin setup on instructions from the computer that images the printing plates.

We are zealots for efficiency and cost control. Our craftsmen have been awarded the honor of Top Notch Printer 5 times. This print excellence is the result of our dedication to getting it right the first time, exactly as the customer expected.

In the final analysis, a happy customer is the greatest value Geographics delivers.