

Prepping for Printing



Print

Ink on Paper - *Lithography*

- Forms
- Commercial Print

Ink on Labels – *Flexography*

Toner on Paper – *On Demand*

- POD
- Color
- Variable Color Printing

Print Management

Process - *Justification*

- Supply Management
- Re-Order Quantities
- Obsolescence
- POD

Pre-Press - *Art*

- Design
- Pre-Flight
- Proofing

Print Management

Stock - *Paper*

- FSC Certification
- Recycled Stock

Output Technology - *Gear*

- Traditional Press
- Flexo Press
- Digital Output

History & Background

- Danny Kaye and Les Smith
- Radio Broadcast Business
- Recording Studio
- Concerts West
- Seattle Mariners
- Pacific NW Real Estate



History & Background

1908-17 Seattle Sales Book Co.

1917-87 Lothrop Business Forms

1987 Purchased by Les Smith

- 20 Employees/\$1.2 Million in Sales

1991 Name Change to Kaye-Smith

2008 Kaye-Smith Today

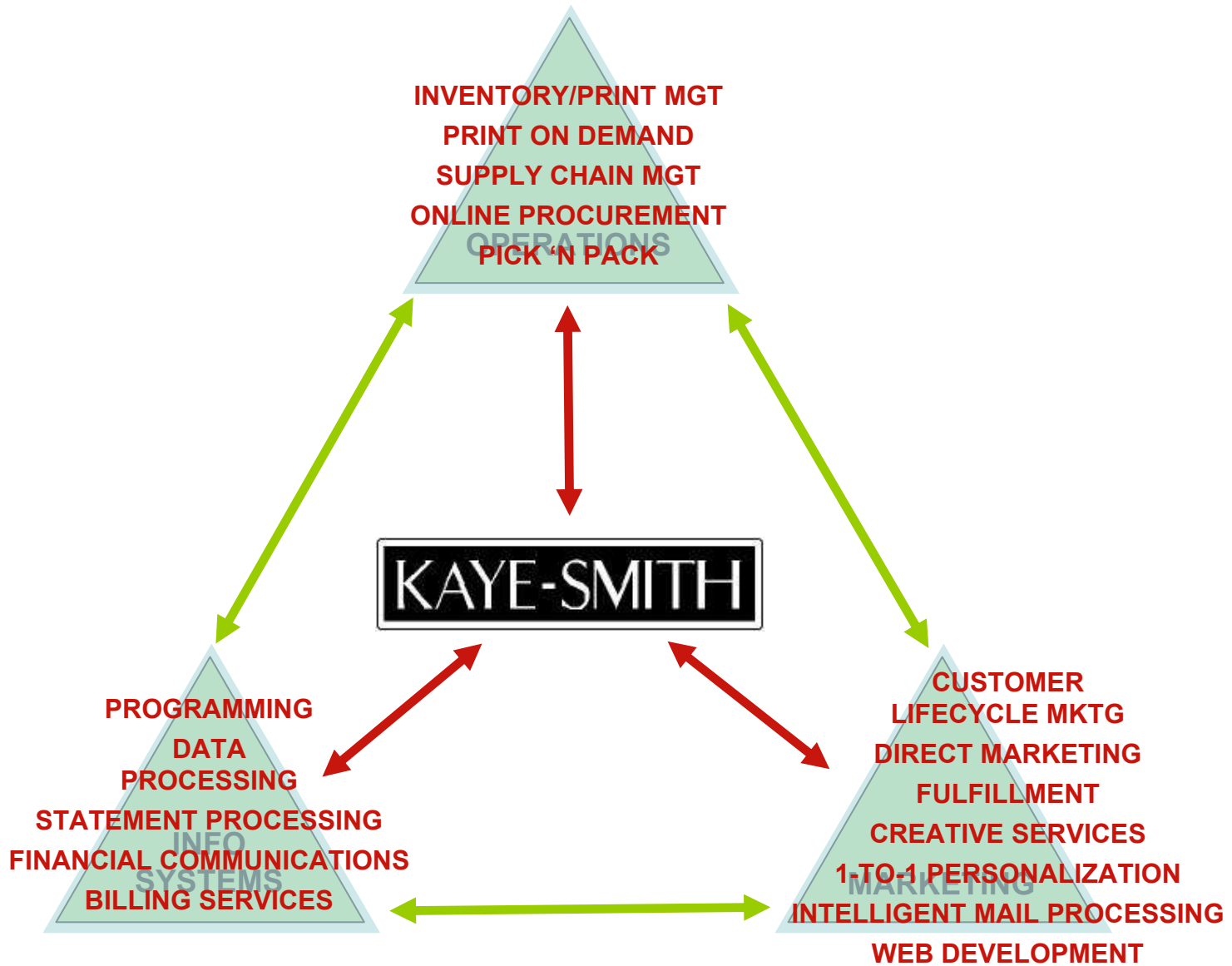
- 240 Employees
- \$40 Million in Sales
- Bellevue, WA Headquarters



KAYE-SMITH

Business Silos

- **Inventory/Print Management**
 - Manufacturing, On-Demand, Control, Outsourcing, Vendor Management
- **Fulfillment**
 - Pick and Pack, Assembly, Mail Processing, Warehousing, Distribution, Logistics
- **Financial Communications**
 - Statement/Invoice Processing, Billing Services, Policy Processing
- **Customer Lifecycle Marketing**
 - Database, Creative Services, Direct Mail and Personalization



Justification

- Supply Management – Forms Management, Print Management – *Buzz Words*

Manage and Audit your Investment in Print

- Reporting
- Cost Allocation
- Ordering
- Management

Components

- Supply Chain Management - *Items*
 - Finished Goods
 - Forms
 - Commercial Print
 - POD
 - Fulfillment on Demand
 - Pre-Defined Kits
 - Pre-Defined Components
- System – *Back End*
 - Real Time
 - Extensive Data Mining Ability
 - Warehouse Operations
 - Integration Ability

System

- Reporting

- Re-Order – *Weekly*
- Usage - *Monthly*
- Backorder - *Daily*
- Billing - *Monthly*
 - Owner
 - Requestor
 - Ship to

- Cost Allocation – *P-Card, Cost Center, Credit Card*

- Print
- Storage
- Freight / Postage

Process

- **Ordering**

- Fax
- Web Ordering
- Integration with Client system
- Back-end Integration

- **Business Rules**

- Revision Control
- Job Tracking
- Shipment Control
- Item Rules

Customer Setup Report
 DEMONSTRATION ACCOUNT (197) / 197

Cost Center Hierarchy: Item, Release, Address (IRA)

Print Billing Copy: No

GENERAL

Description: DEMONSTRATION ACCOUNT Primary Sales Representative: Renton House Accounts
 Division Status: Active Sales Representative:
 Email for Receipts: Julie Davis; Steve Kowalsky Email for Reorder: steve.kowalsky@kayesmith.com;ewaclawski@

CHARGES

Release Charges:	Charge per Shipment: \$5.50	Bin Charges:	Charge per Bin: \$18.00	Rush Charges:	\$3.00
	Charge per Shipment POD: \$5.50		Charge per Secure Bin: \$22.50	CC Releases:	
			Charge per Graphic Bin: \$2.00	Freight Charge:	Yes
	<u>Items per Shipment</u>	<u>Charge per Item</u>	Backorders:	Release Charge:	Yes
	Up To: 5	\$0.00		Freight Charge:	Yes
	Up To: 0	1.50	Rapid Turn Releases:	Release Charge:	No
	Over:	0.00		Freight Charge:	No
				Over Age Items:	
				Bin Charge:	No

BILLING

Billing Period: Monthly Month-end Day: Last Day Week-end Day: Bin Charge ME: Last Day
 Periodic Reports: Billing Detail; Bin Charge; Bin Summary; Bin Charge Totals
 Report Options: Ship-to Address: Ship Via:
 Exclude: Sort By: Cost Center
 Cost Center: Page Break: Yes
 Branch: PO Number: Release Customer Order #
 Includes: Direct Shipments; Release Charges; BAS Merchandise; Billable Freight; BAS / Paid Indicator

ITEM DEFAULTS

All Items:	Logic Cust Id: 0	Kaye-Smith FG Jobs	Vendor FG Jobs
	Item Is Taxable: Yes	Bill as Shipped: No	No
Maximum Release	Per:	Release Charge: Yes	Yes
Units:	Within (Days):	Freight Charge: Yes	Yes
FG Items:	Default Site: REN	Bin Charge: Yes	Yes
	Reorder Pt (mos supply): 2	Contract Period (mos): 12	0
	Customer Count: No		
		POD Items	Kit Items
	Ship Group: FG	FG	SR
	Default Site: REN	REN	REN
	Release Charge: No	Yes	No
	Freight Charge: Yes	Yes	Yes
			Service Items
			SR
			REN
			No
			Yes

RELEASE DEFAULTS

Number of Working Days from Order Date to Must Ship Date: 3 Must Arrive Time: NOON
 Number of Working Days from Order Date to Must Arrive Date: Preferred Carrier: BEST WAY
 Processing Rules: Allow Duplicate Customer Order Number; Print Packing List
 POD Releases: Rapid Turn Releases: Copy Center Releases:
 Commission Percent: Commission Percent: Commission Percent:
 Aggregate Release Order Schedule Monday; Tuesday; Wednesday; Thursday; Friday Service Location:
 Print Pick Tickets: No

NOTES

Packing List: Please contact Susan Lindh ext. 1289 if you have any questions regarding your order.
 Thank you.

Reorder Notice

(197) /

TO: REVIEWER - NAME AND DEPARTMENT

Item Owner:

Mail Stop:

E-Mail:

Phone:

Fax:

- Please complete all of the information requested below, even if you do not want to reorder this item.
- Indicate if cost savings can be effected by reducing the form size, number of plies, or combining this form with other forms.
- When complete, return this form and the attached sample to Purchasing.
- In order to ensure a continuous supply, your reorder must be placed within 2 weeks of this notice date.

Item Number:	Last Reorder Notice:	Kaye-Smith Units:
Revision:	Last Job Number:	Customer Site Units:
Description:	Last Order Date:	Units On Order:
Cost Center:	Last Order Qty:	Average Monthly Usage:
Supplier:	Last Price Per Unit:	Current Month Usage:
Product:	Last Order PO:	Units On Backorder:
Width:	Order Unit:	Months' Supply:
Length:	Qty Per Unit:	Minimum Months' Supply:
Ply:		Minimum Inventory Units:

- | | | |
|---|--|--|
| <input type="checkbox"/> PLEASE REORDER THIS FORM WITH NO CHANGES. | <input type="checkbox"/> DO NOT REORDER THIS FORM. | <input type="checkbox"/> USE EXISTING STOCK. |
| <input type="checkbox"/> PLEASE REORDER THIS FORM WITH CHANGES INDICATED BELOW. | | <input type="checkbox"/> DESTROY EXISTING STOCK. |
| <input type="checkbox"/> USAGE OF THIS FORM WILL REMAIN CONSTANT. | <input type="checkbox"/> CHARGE DESTROYED STOCK TO COST CENTER: _____ | |
| <input type="checkbox"/> USAGE WILL: <input type="checkbox"/> INCREASE. | <input type="checkbox"/> DESTROY EXISTING STOCK WHEN A NEW REVISION IS ISSUED. | |
| <input type="checkbox"/> DECREASE BY: _____ % | <input type="checkbox"/> USE EXISTING STOCK BEFORE ISSUING A NEW REVISION. | |

IF YOU HAVE ANY CHANGES OR COMMENTS, PLEASE WRITE THEM IN THE AREA BELOW AND SHOW THEM ON THE SAMPLE FORM ATTACHED.
EXPLAIN ANY ANTICIPATED CHANGE IN USAGE.

THIS FORM HAS BEEN REVIEWED BY:		APPROVAL		THIS FORM HAS BEEN REVIEWED BY:		APPROVAL	
NAME OF REVIEWER	DEPARTMENT	AS IS	CHANGE	NAME OF REVIEWER	DEPARTMENT	AS IS	CHANGE
		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>

PREPARED BY: _____

TELEPHONE: _____

PREPARED FOR: _____

Usage Report

DEMONSTRATION ACCOUNT (197) / 197

Sorted By: Item Number
Item Revisions are consolidated

				Apr 2006	May 2006	Jun 2006	Jul 2006	Aug 2006	Sep 2006	Oct 2006	Nov 2006	Dec 2006	Jan 2007	Feb 2007	Mar 2007	Monthly Average	Total	
Item Number	Rev.	Division	Type	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	Usage Price \$ Value	
Description	Cost Center	Branch	Category															
001234		197	P	***	***	***	***	***	***	***	***	***	***	***	***	***	0	0
A POD ITEM W/FG BASE STOCK	07			0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	.00
010-02370		197	F	0	0	0	0	5	0	8	0	0	0	0	0	0	1	13
Home Loans Brochure-was Mortgage Brochure 400102	6000B		ENVELOPE	0.00000	0.00000	0.00000	0.00000	3.63400	0.00000	3.63375	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	3.63388	47.24
				.00	.00	.00	.00	18.17	.00	29.07	.00	.00	.00	.00	.00	.00	3.94	
010-02449		197	F	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
SALES TEST SAMPLE	AA	AA		0.00000	0.00000	0.00000	0.00000	0.00000	12.25000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	12.25000	12.25
				.00	.00	.00	.00	.00	12.25	.00	.00	.00	.00	.00	.00	.00	1.02	
100-1A		197	F	0	0	0	0	3	1	0	0	0	0	0	0	0	0	4
BUSINESS CARDS - CORPORATE	7300-01-1	BLV		0.00000	0.00000	0.00000	0.00000	21.10667	21.11000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	21.10833	84.43
				.00	.00	.00	.00	63.32	21.11	.00	.00	.00	.00	.00	.00	.00	7.04	
1010-CA		197	F	0	0	0	0	0	50	0	0	0	0	1	0	0	4	51
LOAN PACKET	03		IND	0.00000	0.00000	0.00000	0.00000	0.00000	10.00000	0.00000	0.00000	0.00000	0.00000	10.00000	0.00000	0.00000	10.00000	510.00
				.00	.00	.00	.00	.00	500.00	.00	.00	.00	.00	10.00	.00	.00	42.50	
1010-UNIVERSAL		197	F	0	0	0	0	30	50	0	0	0	0	0	0	0	7	80
LOAN PACKET	03		IND	0.00000	0.00000	0.00000	0.00000	16.25000	16.25000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	16.25000	1,300.00
				.00	.00	.00	.00	487.50	812.50	.00	.00	.00	.00	.00	.00	.00	108.33	
1023		197	P	***	***	***	***	***	***	55	0	0	0	0	0	0	9	55
SPRING TREND SHOW				0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	5.76364	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	5.76364	317.00
				.00	.00	.00	.00	.00	.00	317.00	.00	.00	.00	.00	.00	.00	52.83	
10600		197	F	0	0	0	0	0	60	0	0	0	0	0	0	0	5	60
BOOKLET (ALL CHARGES INCLUDED)	9591	APP		0.00000	0.00000	0.00000	0.00000	0.00000	1.00900	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	1.00900	60.54
				.00	.00	.00	.00	.00	60.54	.00	.00	.00	.00	.00	.00	.00	5.05	
11110		197	F	0	0	0	0	0	15002	10010	0	0	0	0	0	0	2,084	25,012
SPRING SHOE FLING	B	4044	ENVELOPE	0.00000	0.00000	0.00000	0.00000	0.00000	0.02000	0.00002	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.01001	300.24
				.00	.00	.00	.00	.00	300.04	.20	.00	.00	.00	.00	.00	.00	25.02	
112_06,512_06,612_06		197	F	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
112_06,512_06,612_06 AT&T \$15 Gas Rebate (exp 00/0)				0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	.00
				.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	
11452		197	K	***	***	***	***	***	***	***	***	***	***	***	***	***	0	0
DOORHANGER				0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	.00
				.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	

*KOD prices do not include BAS components

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Kaye-Smith

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PrePress

Five Processes

- Concept Development / Graphic Design
- Engineering / Planning
- Production Art
- Preflight
- Workflow / Proofing / Plate Making

PrePress

Concept Development / Graphic Design

The process of communicating visually using text and images to present information. *Aesthetics, typography, visual arts, page layout, technical ability.*

- **Client Consultation** – Initial communication, establish goals, limitations, and budget
- **Rough Comps** – Confirm client consultation
- **Copywriting** – Handled by the graphic design team
- **Stock Photography** – Available covering virtually any topic. Costs range from free (public domain) to single and multi-use royalty
- **Photo Shoots** – Graphic Design team
- **Proofing** – From PDF soft proofs to high-end inkjet prints

PrePress

Engineering / Planning

The process of aligning workflow with raw materials, output device, budget and client expectations . *Mechanics, sourcing, sheet layout, post-processing, and scheduling.*

▪ Considerations

- Quantity
- Stock
- Post Processing
- Postage
- Budget

▪ Results

- “Copy”
- Folding, inserting, lasering mock-ups
- Press Sheet layout – “Sig”
- Plating / run sheet
- .Job ticket

PrePress

Production Art

Software used to create client vision. *Aesthetics, technical expertise, industry acumen.*

- **Page Layout Applications** – Software used for creating graphic documents and assets and output colors
 - QuarkXPress
 - Adobe InDesign
- **Illustrations Applications** – Software used to create individual images such as logos and illustrations
 - Adobe Illustrator
 - FreeHand – Acquired by Adobe, soon to be discontinued

PrePress

Production Art

Software used to create client vision. *Aesthetics, technical expertise, industry acumen.*

- **Image Manipulation** – Software used to manipulate image and photographs with or in place of illustrations applications
 - Adobe Photoshop
- **Fonts**
 - Type I Postscript
 - True Tue
 - Open Type

PrePress

Preflight

The process and procedure used to check digital artwork files, applied both to customer supplied and in-house art. *Aesthetics, technical expertise, industry acumen.*

▪ **PDF Preflight**

- Adobe Acrobat Professional – Provides limited abilities
- Enfocus PitStop – Adobe Acrobat Professional plug-in which adds preflight functions to the applications
 - Fonts
 - Image qualities
 - Color spaces

▪ **Native Application Preflight**

- Markware Flightcheck – Checks page layout applications
- Adobe InDesign – Limited pre-flight, robust packaging for remote print
- QuarkXPress – Limited preflight, robust packaging for remote print

Workflow / Proofing / Platemaking

Workflow – Combination of hardware and software used to prepare digital files for proofing and printing including servers, Raster Image Processors (RIPs), and output devices for film, plate, and proof output.

- Servers – Provides storage for assets such as imposition templates and files
- RIPs – Convert PostScript and PDF code to bitmap image or print files

Proofing - Used to best represent printed output to the client within the scope of the project.

- Laser
- Soft Proof
- Hard Proofs – “Contact” Proofs

Platemaking – Creation or imprinting of the image carrier.

- Offset – Photo-reactive aluminum
- Direct Imaging – made on press
- Labels – Photo-reactive plastic
- Laser – Film

What are you Manufacturing?

- **Document Types**
 - Static Forms
 - Variable Forms
 - Finished Goods / Commercial Print
 - Print on Demand (POD)
 - Labels
- **Design** – What type of art, if any, is needed?
 - Original Art
 - PDF
 - PSP
 - Word

How are you Manufacturing?

- Document Types

- Static Forms – Lithography (Offset)
- Finished Goods / Commercial Print – Offset or Laser
- Print on Demand (POD) – Laser
 - Variable Forms – Variable Data Print (VDP)
- Labels - Flexography

Output Device

- Lithography (Offset)
 - Most Popular print process
 - Samples
 - Forms
 - Runs under 2500 Flatsheet
 - Runs over 2500 Rotary
 - Commercial Print
 - Driven by size, quantity, quality expectations
 - Plates
 - Photo reactive aluminum

Output Device

- **Digital** – Color or Black Only
 - Static
 - POD
 - VDP
 - Promotional Items
 - Transactional Items
 - Color
 - RGB
 - CMYK
 - CMYK + 2
 - Inkjet
 - Xerography
 - Film

Output Device

- **Labels** – Flexography
 - Roll labels
 - Quantities of at least 1M
 - Similar to Offset
 - Plate touches Material
 - Multiple Color
 - See Samples
 - Plates - Cyrel

Raw Materials

FSC – Forest Stewardship Council

A non-profit organization devoted to encouraging the responsible management of the worlds forests

Support / Encouragement from:

- Greenpeace
- National Wildlife Federation
- The Nature Conservancy
- Sierra Club
- World Wildlife Fund

FSC

FSC – Certification

FSC accredited third party certification bodies certify:

- Forest Management
- Chain of Custody

Forest Management

Assess Management based on:

- FSC Principles
- Regional US Standards
- International Standards

Chain of Custody Certification

Applies to

- Mills
- Manufacturers
- Distributors

CoC Certification Process

- Contact and FSC accredited certifier
- Submit an application
- On Site Audit
- Certification Approval
- Annual Audit

Recycled Stock

CoC Certification

Allows companies that manufacture and market forest products to label them with the FSC brand

Thank You!



KAYE-SMITH

Document Outsource Solutions