

The Press Check

Be on Time



Customers have the right to have their printed job look its best. You are the designer and it's your creation. Whether it's a brochure or Business Card, it can be your own form of expression. When the project is complete, others will see the finished product. These are some of the reasons why quality is important to you.

After inspection and signing off of faxed photocopies or colour laser proofs before the job goes to the press, you also have the right to a Press Check. This Brochure gives:

- A brief explanation about a Press Check
- How a Press Check works
- Why being on time for a Press Check event is important

What is the Press Check?

To explain what a Press Check is let us use the example of a brochure that is being printed. After the brochure has been checked for spelling errors and any other cosmetic errors, which may not meet the standards of the designer, it's plated and goes to the press to then be printed.

The purpose of the Press Check is merely for you to decide if the press has achieved the correct overall color that will closely match your expectations. This proof that comes from the press is called a Press Proof.

The different types of Proof

It's important to remember that a Press Proof is your actual job, it's not the same as a Colour or Blue Line proof which is created on a laser, ink jet printer, or plotter. Colour Proofs are proofs which you can view before the job goes to the press. These proofs may be the same size and folded to the specifications of your final job. However, these proofs may or may not be printed on the same paper as your actual job. In addition, they do not use the same printing inks; therefore, they will only give you a close as possible representation of the actual colour.



Your Press Proof is the most accurate because it's your actual brochure.

If the colour is incorrect and you are not satisfied you must let the Pressman know so that he can accommodate your request. Also ask if you can view the press sheet in a light that will be similar to where the item might be read or displayed to get a better idea of whether the colours are correct.

How do I arrange a Press Check?

To arrange a Press Check, talk to your Sales Representative. Tell him about your concern that you want your job to have an accurate colour representation. The Sales Representative will then speak to the Pressmen or those involved in production and arrange a date and a suitable time when the job will be ready to be viewed on the press.

When the "brochure" reaches the press, the customer will be informed that they should come for the viewing. If your job has many colours, this could take several viewings due to the fact that it takes time for each colour to be printed and for the ink to dry.



Why should I be on time?

In the course of a day many jobs are printed and some take longer than others. A Pressman creates a schedule on a job board so that he can keep track of each job within the day or week. Throughout the day, other people besides yourself may arrive for a Press Check and they expect to see their work at a set time.

It's important to be considerate of the Pressman and other clients. If you are late, then your job will be late as well as the jobs of others.

If you cannot make it to a Press Check, inform your Sales Representative as soon as possible, so the Pressmen can make other arrangements. Another solution is if your office is near the Print House you could arrange for the Press Proof to be couriered to you for sign off. This way your own schedule and the schedules of others will not be disrupted.

Final Thoughts

Hopefully you will find this information useful and informative. Remember, a Press Proof is the final step in the printing process. It's used to indicate to your Pressman that you may want a slight colour adjustment. It is not for design adjustment or for spelling correction; all of these changes must be made before the job reaches the press. Discovery of errors after it's too late will only waste your time and money.



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**What is a Press Check?
How should I arrange it?
&
Why should I be on time?**

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