

OPTIMIZING THE PRODUCTION MANAGER - PRINTER PARTNERSHIP

Sheet-fed, Web Press and Other Considerations

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Allied Printing Resources



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COST OF SERVICES
QUALITY OF PRODUCTS

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Bill is NOT
a Superstar



Bill's assumption was incorrect

.



BE A SUPERSTAR

Understand **press types** and **capabilities**.

Be familiar with **basic paper terms**.

Know the **two inks processes**.

The logo for Allied, featuring the word "allied" in a bold, red, sans-serif font, slanted slightly to the right, set against a white rectangular background.

PRINTING PRESS

TYPES &
CAPABILITIES

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SHEET-FED IS...



1. Hi-speed press that **finishes as rolls**.
2. A method of printing where **individual sheets of paper** are fed into a printing press.
3. A press that **cuts paper before feeding** into press.
4. A press used for making continuous forms.

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SHEET-FED

SHEET-FED

Benefits

- High Quality
- Versatility
- Color Accuracy
- Shorter Setup Time
- Multiple Finishing Options
- Quick Turnaround

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WEB OFFSET IS...



1. A high-speed printing method where a **continuous roll** of paper is fed through a press.
2. A method for printing **individual sheets**
3. A **type of press that produces high quality short run jobs**
4. A process for printing at **slower speeds** and high waste.



WEB

Web Offset

Benefits

- High Speed
- Cost Effective
- Large Quantities
- Rolls or Cutsheet

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BE A
SUPERSTAR

- ***Which press do you recommend for this job?***
- ***Why is that press best?***

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THE BASICS

PAPER
INK
LOGISTICS

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A large red speech bubble graphic with a white outline, pointing downwards. The word "PAPER" is written in white, bold, uppercase letters inside the bubble.

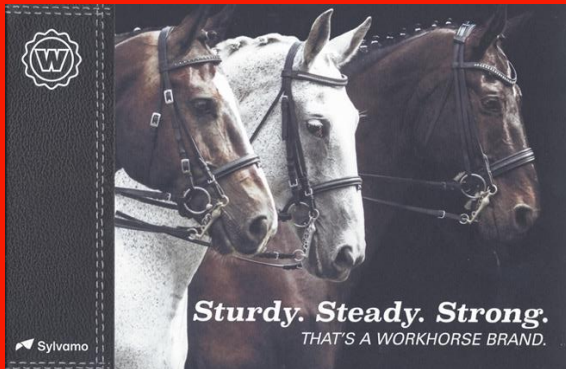
PAPER

- **Paper is 2/3 of your cost!**
- **Different paper grades offer different results**
 - **Text or Cover**
 - **Uncoated or Coated**

Text
Cover
Uncoated
Coated

- 80# uncoated text matte finish
- 8pt Silk Cover
- 70# coated text gloss finish
- 80# C1S

Williamsburg



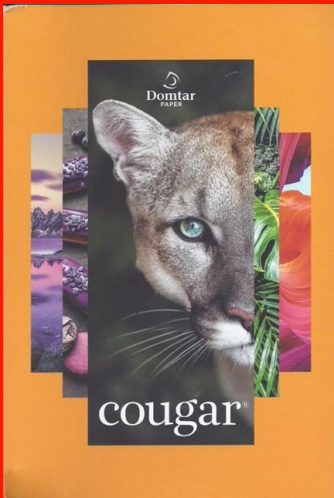
- **Offset**

- 50#
- 60#
- 70#

- **Card**

- 7pt
- 75# Hi Bulk
- 9pt
- 65# Cover

Cougar



■ Text (uncoated)

- 60#
- 70#
- 80#
- 100#

■ Cover (uncoated)

- 65#
- 80#
- 100#
- 130#

Hammermill



■ Springhill Colors

■ Offset

- 20#
- 24#
- 60#

■ Cover (uncoated)

- 65#

Nantucket



■ Gloss v Silk (Matte, Dull)

■ Text

- 60#
- 70#
- 80#
- 100#

■ Cover

- 80#
- 100#
- 111#

A large red speech bubble graphic with a white outline, pointing downwards. The word "INK" is written in white capital letters inside the bubble.

INK

- Inks impact how the piece is created
- Ink choice impacts cost and dictates which press the job can be printed on

Consider CMYK or PMS Ink





BE A
SUPERSTAR

- In terms of ink, what is the most cost effective ink process for this job?
- My client expects (fill in your client's needs)... Will that ink process deliver on that expectation?

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BE INTENTIONAL WITH YOUR LOGISTICS

- Share the PDF
- Be real about your lead times
- Manage Author Alterations (AA)

THANK YOU!

ANY QUESTIONS?

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