



EQUIPPING YOU WITH STEWARDSHIP COMMUNICATION SUPPLIES!™

3. PRINTING OF COMMUNICATION ITEMS

WHY PURCHASE YOUR PRINTING FROM THE CTEAM'S PRINT MANAGEMENT DEPARTMENT?

Understanding what happens at the printing stage is necessary if you want trouble-free press runs. The construction of your layouts (from a Mac or PC) "start with that end in mind." Many printers will offer to handle the layout for you, but design/communication excellence is sacrificed (it is NOT their specialty!). The CTeam's print management department, Catalyst Print Communications, leaves the design to the designers, but works closely with them to give you a "one-stop shop." Together with our designers, we will seamlessly handle print related tasks and leverage our volume printing to deliver consistent, high-end printing at a value price. If good turn-around-times to meet critical deadlines is a core priority... you WILL get what you pay for. Churches are turning to CPC for their printing for the following benefits...

Up-Front Resources and Consultation Benefits

- Resources ...that give you a head start on critical decision-making issues
 - *Printed Samples* ...from other campaigns are sent by your Communications Team Outfitters designer
 - *Sample Pictures (w/sizes)* ...of our A La Carte Items & 179 Themed (Base) Designs (in print, web & download)
 - *Paper/Ink Chips* ...with "4 recommended inks" on the specific papers – for 1- & 2-color print decision assistance
 - *Printing Glossary of Terms* ...(see website button called "Resources To Manage Your Campaign")
- Free Consultation ...that walks you through the above listed resources...so you will know what to expect
- Free Estimates ...that give you complete details of each printed item (all inclusive, including ground delivery)



Confirmations and Constant Communication Benefits

- Specification Confirmation ...you will receive an email stating a confirmation of your ink colors, paper choices, and production times.
- Consistent Communication ...that keeps you informed throughout the entire process
- Consultant Accountability Assurance ...that informs him of our process and progress with your church (via email)

One-Stop-Shop Service Benefits

- Convenience and Peace of Mind ...that frees you up to focus on other communications (we specialize in printing)
- Quality Assurance ...that relieves you of having to understand and solve complicated, technical issues
- Consistency of Printed Pieces ...that helps you "display excellence" in all of your communications
- Dependability ...that guarantees you meet all your deadlines because we meet our promised delivery schedules

**Contact us for pricing once you have determined your items and quantities.
Our consultations and estimates are free.**

The CTeam's Print Management Department:
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OUR PRINT PROCESS

IMPORTANT NOTE

The entire production process, including delivery, should take between 7-24 days.

- Catalyst Print Communications (CPC) receives the request for the printing of your campaign deliverables.
- You receive your estimate from Catalyst Print Communications (CPC).
- You fax over the signed estimate to engage with Catalyst Print Communications.
- CPC sends you paper samples to review for color, look, feel and preference.
At the design stage for the letterhead materials, we discuss paper options to decide what works best with your design. We will also discuss weight preferences/requirements for any imprint-able materials.
- CPC sends you our Print Information Document
This document explains much about our printing processes, paper options and general print information.
- After you sign off on the design of your deliverable, the designer sends the print ready file to our print production facility.
- CPC contacts you to alert you (via email or phone) that a proof will be over-nighted to you for approval.
CPC confirms delivery address and contact person for the proofs at that time.
- Upon receipt of the proof, you will need to review the proof and get approval back to CPC within 24 hours.
Remember, this is your last opportunity to catch and correct mistakes. While it is not ideal to make corrections at this stage, since it will cost you more money, it is better to catch and correct it here than to have hundreds or thousands of incorrect materials.
 - If your proof is a duplicate, simply sign the proof approval form and fax it back.
The type of proof is indicated on the proof approval form.
 - If your proof is the original, we will need to have it returned in order to be able to proceed with your print order. We use these materials for color matching on press and in the bindery for folds, trims, etc.
The type of proof is indicated on the proof approval form.
- Upon receipt of your faxed approval form or the returned proofs, CPC will put your deliverables back into the production process.
There is no delay upon receipt of the proofs. If for any reason you decide to make a change after you have given approval, additional charges will likely apply.
 - Even if your job is not printing the very next day, it is quite likely that printing plates have been processed at this point, in prep for going on press. Therefore, you would be liable for any materials or work performed from the receipt of approval.)
- CPC will contact you via email to let you know that your materials have shipped and confirm expected receipt date of deliverables.



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PRINT INFORMATION

Printing Processes and General Printing Information

We offer two printing processes

- **Offset Printing** - which is done on an offset printing press using ink.
- **Docucolor Printing** - which is done on a digital press using toner.

The Docucolor printing process is not appropriate for imprinting applications, such as shell items.

General Printing Information

- A Pantone color built out of four color process inks will most often not be an exact match to the actual Pantone ink (used for 1 or 2 color printing).
- An item printed using the Offset Printing process will be a close match but not an exact match to an item printed using the Docucolor Printing process.
- We do everything in our power (press checks and quality control) to assure the closest color matching possible between all deliverable items for your campaign.

Paper Options and General Paper Information

Offset Printed Jobs - have 6 standard paper options *(A job will be offset print unless it is otherwise noted.)*

- White Uncoated
- Cream Uncoated
- White Uncoated with blue and gray specks (has a cool feel)
- Cream Uncoated with brown and reddish specks (has warm feel)
- White Gloss Coated
- Cream Dull Coated

Docucolor Printed Jobs - have only a matte paper option *(This is because this printing process performs best on a matte paper stock.)*

General Paper Information:

- Uncoated Paper- Letterhead, #10 Envelopes, Newsletter Shells and any other items that will need to be imprinted later will be printed on uncoated paper. You may also want to consider printing any other 2 color items on uncoated paper as well for consistency of look between 2 color pieces. Due to the nature of uncoated paper, it is very absorbent. This produces a softer, more muted look.
- Coated Paper- For best color reproduction of photos, we recommend using coated paper for 4 color items such as the Campaign Brochure. However, you may choose from any of the 6 paper options as you see fit. We will discuss any pros and cons with you as we go through the options for each item.
- Our 6 paper options are available in a variety of weights. The weight of the paper for each item is listed on your estimate.
- For the shell items, the weight of the paper that is used will be based on what is feed-able for your imprinting equipment.
- Because ink is transparent, any color of paper other than white will impact the final shade of the color.

Proofs (Types and Processes required for each)

- For 4 Color Process jobs printed using the offset printing process, you will receive a digital blueline and a digital matchprint. The digital blueline should be reviewed for folding, trim and cropping. The digital matchprint is to be used for reviewing color accuracy. These proofs must be returned to us before we can complete production on your jobs. The digital matchprint is used for color matching on press and the digital blueline is used in the bindery. Failure to return these proofs in the required time frame may negatively impact your delivery date.
- For 1 or 2 Spot Pantone Color jobs, which are always offset print, you will receive a digital blueline. Most often these are duplicate proofs and we will not need them returned, as we have a copy on hand here. All we need is a signed proof approval form faxed back and we can go to press. Failure to send this approval form in the required time frame may negatively impact your delivery date.
- For 4 Color Docucolor jobs, which are printed on our digital press, a Docucolor One-Off proof will be supplied. This is a duplicate proof and we will not need it returned, as we have a copy on hand here. All we need is a signed proof approval form faxed back and we can go to press. Failure to send this approval form in the required time frame may negatively impact your delivery date.

Shipping

- Every effort is made to ship your materials in the most cost effective manner possible, keeping the required delivery date in mind. Our estimates include an estimate of ground shipping. If a faster service is required to meet your due date, additional charges will likely apply. If the actual shipping charges exceed our estimate, additional charges will apply.

Specialty & Premium Items

- Premiums are items like magnets, magnetic dry erase boards, ink pens, cups, key tags, etc.
- We do everything in our power to deliver the exact quantity you ordered on premium items, however, due to the custom manufacturing process (typically screen printing) required for these types of items, they are subject to over-runs (more than the quantity) and under-runs (less than the quantity ordered). Your final price for premium items will be determined by the total number of items delivered. This price will be calculated based on the per unit price.
- Banners are printed in 4 color process, digitally on a vinyl medium.
- CDs & DVDs are printed 4 color process, digitally and are spindle packed for shipping.

Invoicing & Payment

- We will bill each item as it is produced. This allows for the easiest reconciliation for both the church and Catalyst Print because of the potential for additional shipping charges, overs or unders on premium items and charges for alterations made at the proof stage.
- Invoices will be emailed to you after the deliverables have shipped.
- Our terms are Net 15 days. If your payments are not made promptly, late charges will apply.