

# inform

Purbrooks



visualdirection

Credit Crunch Update from Purbrooks and visualdirection

Winter 2008

Credit crunch begins  
to bite

“REAL” ECONOMY HIT

Recession looms

FINANCIAL MARKETS  
IN TURMOIL

LIQUIDITY  
CRISIS HITS  
FIRMS

Marketing activity curtailed

**PURBROOKS  
CONTINUES TO INVEST**

**GET MORE VALUE  
WITH PURBROOKS**

**Economise  
without Compromise!**

**Can you afford not to  
be working with us?**

**In this issue.....**

**Find out how to maximise  
value from your print budget,  
maintain quality and stay green**

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# FM Screening

## Fine art printing without a premium

### Spice up your print!

By offering FM Screening we can help enhance the look of your printed matter, help differentiate you from the competition, and save you money.

FM Screening improves detail on images and enables us to achieve a closer match to PMS colours when they are produced out of Four Colour Process. The extra detail and colour saturation that comes from this technique does however require top quality images as the process highlights any blemishes or problems inherent in the original.

PMS 376C Conventional Screening



Conventional Screening



## . . . FM Screening at no extra cost

PMS 376C FM Screening

The green block on this page demonstrates the FM Screening rendition of a special colour out of four colour process. This is much more accurate than the conventional screening on the opposite page. Therefore your marketing budget can go further, as you may be able to avoid specifying spot colours if you are already using CMYK. In addition, text even at very small sizes, is sharper and tints are smoother.

As you can see from the image below, colour and definition is enhanced and the detail in the highlights and shadows is improved. The increased colour gamut makes the image punchier and gives it a photographic quality due to the absence of the dots that are used in conventional screening.

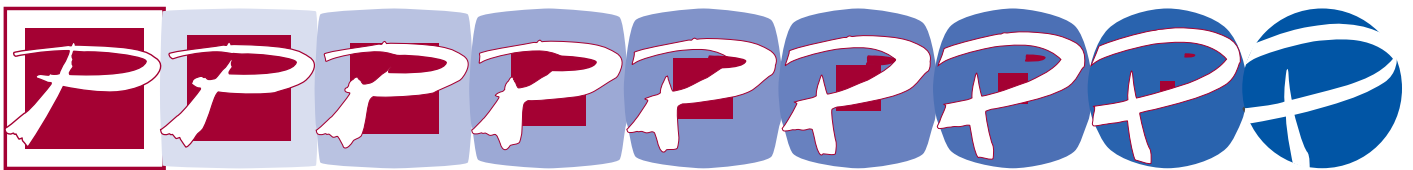


FM Screening

# Project Management

## Managing a Rebrand?

Involve your printer and save money!



Over the years we have been involved in many of our clients' rebrand exercises. Ultimately we have always managed to deliver to the quality and deadlines specified. However, we have learnt a few lessons along the way that we think are worth sharing.

We are always happy to offer advice, attend meetings and liaise with the appointed creative agency. It is important to get us involved early. We can build a rapport with your design team and advise on specifications, deadlines and sustainability, as well as source materials and supply mock ups. We can assist with project management and budgeting, ensuring that you have an impartial external view as the project develops. We can also advise on techniques that can make a project easier, and therefore cheaper, to produce. Furthermore, as a printer we live with your brand and one of our overriding concerns is that print can be reproduced quickly, consistently and, of course, cost effectively. We ensure that print capacity is available in the days leading to full production and that back up is available should any item be overlooked.

### Some Key Points

- Ensure that you produce a print specification as this will help you to budget the project properly – and if necessary form a handy basis for competitive tendering.
- Remember, over time your printing bill will be the biggest cost of a rebrand. Committing to more complex print will not cost any more to design and the decision to go that way will take no longer, but the print bill will be bigger. Also the timescales that you may be committing to for everyday items such as business cards will need to be lived with going forward.
- Decide on paper stock and colours as soon as possible in the creative process. This will help contain costs and allow time for proper testing. Always ask for blank dummies on the correct material of any new type of print job. It will also ensure that you are happy with the weight and feel of the proposed stock.
- Build in the time and budget to conduct a wet proof test to check how your colours reproduce out of CMYK on the chosen stock. We can assist in designing a template that will not only test colours, but will also show the readability of text. We do our best to provide this service at a subsidised cost, as we believe it is a vital process in the development of any new brand. The finished proofs also give all your print suppliers (including those in foreign territories) a target that is measurable.
- If you have an in-house colour printing facility, they should be matching to the colours produced by the external litho test sheet and not the other way around.
- It is very difficult to gauge whether a job will work in practical terms from designers visuals, so whenever possible try and make up proper printed samples of items such as folders. Ensure that the pockets are big enough, that the material is strong enough and that the overall look and feel is what you are expecting.
- Brand managers should involve stationery buyers and vice versa. Only through all departments sharing knowledge will you avoid the horror of key products not being rebranded. Seek out long serving members of staff who may be the only people who realise that certain items of print collateral exist.



- Make sure your in-house laser printers can cope with the material you have selected and with the amount of ink coverage proposed by your designers.
- Check that the colours you have selected photocopy adequately. Many documents still have to be photocopied and very light colours may not reproduce well.
- When gathering information for business cards, especially from senior people in your organisation, always give them a base to approve so that if they ignore it or forget to come back to you, they will at least get something! We speak from the bitter experience of many Sundays spent urgently producing cards for the Managing Director/Senior Partner whose cards were not ordered in the original instructions.

## Business Cards

- When designing business cards, remember to set the most complicated card as a test; if you use the longest name and the person with the most contact telephone numbers, you can be sure that all scenarios can be accommodated.
- If using more than one colour, try and design the card so that all variable data is limited to one of the colours. This will enable us to preprint shells of common information and save you money in the long run.
- Carefully consider if you really want to print on the backs. This adds cost and can make the turnaround time longer. The initial batch of cards may be produced on time, but how do you cope a few months on with a demand for cards for the following morning?
- Ensure that you have a fall-back of printing cards on a digital press. The colour may not be a perfect match, but at least you can provide a card at minimal notice.

## Cost saving tips

- While good quality environmentally sound paper is a must, do not be seduced into using excessively expensive paper. Good design and high quality printing will do more for your image.
- Do you really need expensive envelopes? Whilst a printed return address is a Royal Mail requirement, do you really need to go to the expense of printing multiple corporate colours? Will a simple address line suffice? Remember, in many of your clients' offices the Post Room will open letters. The fancy envelope is discarded long before the recipient gets the contents.
- For any brochure work, always build in time for the production of a pre-bind. This is a hand stitched copy of the various printed sections before they are machine finished. If there is an error, or a change required, you will have the option to reprint only the section that needs changing.

The alternative of removing the stitches from a finished brochure rarely gives a satisfactory result and it can seriously detract from high-end publications. In extreme cases, a single error could mean a complete reprint – expensive and time consuming.

- Can you save money by printing shells for invitations, business cards and even newsletters? Preprinting colour material, with a single colour overprint, is a useful way of keeping costs and turnaround times down for individual projects without compromising the overall look of a finished item.
- For global firms we can also help with sourcing papers that are readily available across Europe, America and even the Far East. We recognise that our clients sometimes need to source print in foreign territories and we are happy to help and advise on the appointment of overseas printers.

**Finally** - keep a member of your team away from the project until final checking. As the time for launch draws nearer, you will be too close to the project to see the blindingly obvious error!

# Online Ordering

## Save time and money with on line ordering

We have developed an on-line ordering system, which is now being used by a number of our clients. The system is based on a solution that does not require the client to install any specialised software.

It is ideal for clients who prefer us to hold stock for call-off and helps minimise the administrative burden of dealing with business cards. The system can be adapted for each user's specific requirements and is very easy to use, requiring only a briefest of training sessions.



### Ordering and Stock Control

The system has the following facilities;

- Real time Stock Ordering/Control
- Minimum stock level alert – so you are aware when an item of stock needs reprinting.
- Visuals of all items are displayed to ensure the correct item is ordered
- Passwords can be allocated to aid security
- Cost allocation data can be provided
- Full order history is displayed

Although the system is fully automated, our staff are available to advise and answer queries and we are still happy to take your order over the phone!



Real time stock control

A screenshot of the 'Stock Control' interface. The top header is blue with the text 'Stock Control' and the Purbrooks logo. Below the header is a navigation menu with options: 'USER ADMIN', 'CHANGE USER GROUP', 'CATEGORIES', 'TEMPLATE ORDER HISTORY', and 'STOCK ORDER HISTORY'. The main content area shows the Purbrooks logo and contact information: 'Purbrooks PRINT & DESIGN', 'WITH COMPLIMENTS', 'Telephone: 020 7735 9142', 'Purbrooks Ltd 22-26 Stanbury Street, Kennington London SE11 4AA'. Below this, it says 'Details on Compliment Slip shown below' and 'Enter your order details'. The current stock level is 'Currently in stock: 4,000'. At the bottom, there is a form with fields for 'Quantity', 'Delivery Method' (with a dropdown menu showing 'First Class Post'), 'Originator', and 'Cost Centre' (with a dropdown menu showing 'Please pick an option').



## Business Cards

Our online ordering system generates a tangible cost saving for our clients when they use it to manage their business card orders. The system helps ease an administrative headache and will free you up to do more productive work. The system provides a "What You See Is What You Get" template that enables users to build their own business card. The site can also be branded with your corporate identity.

Design and generic information is locked down to prevent unauthorised changes to brand guidelines and to minimise the potential for keystroke errors. The template can be adapted to allow the client's staff to enter individual information (e.g. names, titles & qualifications). The system can also incorporate necessary sub-menus to allow the use of alternate logos and addresses.

The user is presented with a visual representation of a finished card. This can be downloaded or printed for checking/authorisation. Once the card is approved, it can be released to a job queue at Purbrooks with no further typesetting or proofing required.

The system can be decentralised (i.e. anyone in your organisation can place an order) or centralised, with a single person or team responsible for keying in information. We have clients operating both models. However, a fully decentralised system in a large organisation is open to minor abuses (an unauthorised change of title is a common issue). The system can therefore be adapted so that it allows individuals to order their cards, but subject to authorisation by a line manager.

## Business cards

Categories
Template Order History
Stock Order History
Logout

Customise the text on the product using the fields below

Name:

Title:  i

Division:

Main Office Phone:  i

Extension:  i

Mobile:  i

Fax:  i

Email Name:  i

**Purbrooks**  
PRINT & DESIGN

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What you see is what you get - Business Card Template

## Approvals

Categories
Approve template orders
Approve stock orders
Template order history
Stock order history
Logout

Approve Orders

i Approve orders for [Phil Dorey]. Select orders by selecting the checkboxes on the right, then choose an option from the bottom. Full order details can be seen by clicking on the order number links.

Filter Orders

Order time	Order no.	User Name	Usergroup	Template	Document	Qty	Details on Items		
09/09/2008 (11.07.08 am)	<a href="#">PBK 4018</a>			Entertainment		230	Name: Address Line 1	<a href="#">Edit</a>	<input type="checkbox"/>
08/10/2008 (14.34.36 pm)	<a href="#">PBK 4359</a>			Sports		230	Name: Address Line 1	<a href="#">Edit</a>	<input type="checkbox"/>

Business Card Approval

**If you would like a demonstration of this system and more information on how it can save you time (and therefore money) as well as minimising the chances of error on ordering, please email: martin@purbrooks.co.uk or call 020 8944 3200.**

# Value for Money

## What else can we offer you to make your budget go further?

Often printers can get carried away with the latest print technology without working out whether it can truly benefit them or their clients. As always, Purbrooks concentrates on trying to put their clients' needs as the highest priority. Often our innovations have the double bonus of improving the end product and reducing the cost to the client, as the following examples demonstrate.

### Free Coating

Coating is a water based varnish that is applied by a dedicated unit on our printing presses. Where its use is appropriate we do not charge for this additional process. Both of our front-line presses benefit from coating units. This is a technology that Purbrooks feels has tangible benefits to offer our clients.

Firstly, the process allows us to coat jobs in different finishes (either matt, silk, neutral, gloss or hi gloss) depending on a client's preference, giving our clients more choice. All these coating finishes can be applied in much thicker layers (as they dry far more rapidly) than conventional varnishes and so can give a higher sheen for gloss jobs or a smoother finish for matt/silk work. This will give an extra "lift" to your marketing collateral.

Secondly, as these are finishes applied in line with the printing they are much more cost effective than UV varnishing or lamination. So if these two processes were ones that you were considering spending your hard fought budget on, we can save you money by replacing them with a coating of your choice. An additional benefit is greater colour consistency, as lamination can often affect the appearance of the printed colour. Coated work can also be recycled after use, making it a more environmentally friendly process.



Thirdly, as we tend to coat all our high end brochure work, every client benefits from the improved feel of the finished item, giving our customers better value for money. This is particularly apparent on covers and folders, where the thicker coatings will make finger marking less likely and increase the durability of the finished product.

Lastly, as the coatings dry so rapidly, we are able to print work more quickly, cutting down the standing time between passes which is required for the ink to dry.

This time saving is passed on to the customer by way of reduced prices. Also, the finishing of brochures (i.e. folding/cutting/stitching) can be started as soon as the sheets are off the press, saving valuable time on urgent jobs.

Hopefully we have demonstrated the practical benefits of coating to our clients. Purbrooks will continue to investigate new methods of working and invest in new technology where we see an opportunity to provide some extra benefits for our customers. – This edition of Inform has been coated using satincoat.





## Machine spot gloss varnish

We have utilised new products from Heidelberg to come up with an alternative to the expensive process of spot UV varnishing. The result is a spot gloss machine coating that is done inline with the main print run, using our 6 colour Heidelberg with coater. This process offers better registration, is less harmful to the environment and is cheaper.

The registration of the gloss effect is actually better than that of conventional UV varnishing and the only extra costs are for the additional spot varnish plate and make ready. This makes the process considerably cheaper than UV varnishing, especially on longer runs.

Our technique is greener too, as the spot UV varnishing process is harmful to the environment. In addition, the new process requires only a matt varnish, whereas most spot UV varnishing is also combined with matt lamination to enhance the effect, another environmentally damaging process. So by using our new technique you can eliminate two harmful processes in one go.

**If you would like to see samples of coating and spot machine gloss varnish, please call Martin Stern on 020 8944 3200 or email [martin@purbrooks.co.uk](mailto:martin@purbrooks.co.uk)**

## In addition to cost savings we can achieve on press we can provide the following services that will save you time and money:

- **Storage and fulfilment** - Our warehouse facilities enable us to offer a free storage and fulfilment service for all print clients.
- **PC Friendly Repro** - When a client supplies PC files we do not convert the file to the Mac format. This minimises the possibility of text reflow and other potential corruptions. In addition, any finished files that are returned to PC clients will be compatible with their system.
- **Digital File Management** - Purbrooks retain your digital files for at least three years. Our massive server capacity enables us to instantly retrieve files (rather than waiting for a tape back-up). So, if your original documents are lost or corrupted we can quickly re-supply them to you.
- **Plateholding** - We retain plates for any jobs that are likely to be reprinted. Therefore, our reprint prices do not need to include origination costs. This saving makes Purbrooks extremely competitive for repeat work.
- **Cost-effective artwork** and design through our in-house team visualdirection.
- **Training** - If you, or members of your team, would like more information about printing techniques, we offer a Print Buying Seminar which is specifically aimed at those unfamiliar with the litho process. This is available free of charge to our clients. We also encourage in-house designers to visit our premises and learn some of the "tricks of the trade" that will enable them to ensure that their files are always print ready. Both our repro department and visualdirection (our artworking team) are always pleased to advise – in the long run it makes our job easier and we are better able to give you a speedy and high quality service.



# Substainability

## Environmentally Friendly Printing without a Premium

We have always understood our legal and moral obligations to control our waste and Purbrooks is at the forefront of many of the current environmental initiatives within the print industry. Over the last couple of years we have been developing an environmental programme, evaluating and implementing a number of initiatives. We believe these have the greatest impact on the sustainability of our finished product, as well as our manufacturing processes. These environmental benefits can be provided without any additional charges and with no compromise in quality. In some cases the initiatives provide cost savings which we can pass on to our clients. However, we can only go so far on our own and are reliant on our clients specifying materials and finishes that are environmentally more sustainable.

### What you can do....

#### Specify Environmentally Friendly Paper

Recycled paper stocks have been available for many years. Initially there were many issues regarding the quality and consistency of the finished material and its printability. Furthermore, relatively low production volumes meant that there was a price premium that many of our clients could not justify.

The good news is that with the growing popularity of these stocks and improvements in paper production methods, almost all of the quality and price barriers have been removed. For clients with identities that involve solid coverage we recommend mixed sources – papers that are part recycled and partly from well managed forests, which do not compromise print quality.

The key is to ensure that the material chosen is FSC (Forestry Stewardship Council) accredited. This means that the paper is from certifiable sustainable sources and has a proven chain of custody. To use the FSC logo on your printed materials the printer also has to be accredited and Purbrooks was an early adopter of this standard.

#### Also...

- Use white paper, but only as white as is needed to avoid the extra bleaching processes in its manufacture. Avoid tinted or brightly coloured stocks as these materials cannot be recycled easily. Similarly, coated paper is not as easily recycled as uncoated.
- Design for minimal ink coverage and minimise bleed off the page.
- Plan jobs carefully and notify us in advance so that we can make best use of our capacity and minimise the need for additional shifts – even though we do not charge for laying on the extra capacity, there is a social cost to the environment of the additional energy usage.

- Use a lighter weight of stock - it saves resources, may use a lot less energy to produce and can give you substantial savings on postage and distribution costs.
- Avoid processes such as lamination and spot UV which make the finished product difficult to recycle. Consider also the cost of these additional process, both in terms of energy and materials. At Purbrooks we offer in-line coating and spot machine varnishes as alternatives.
- Consider digital rather than litho for short runs and design appropriately for the limitations of this process.
- Avoid perfect binding for smaller documents, as the glue used makes recycling the end product more difficult.
- Using fewer printing colours makes the job less complex and may save on energy costs.
- Spend more time checking copy – too many client reprints are the result of errors in copy supplied, something that is almost impossible for us to check.

#### What we are doing

A raft of environmental initiatives has been adopted by Purbrooks. In all cases the quality of our finished product is enhanced at no cost to the client and with a positive benefit to the environment.



We have devoted our resources to reducing emissions and improving efficiency as opposed to merely offsetting. In addition to the FSC standard, we are presently working towards the ISO 14001 environmental standard and hope to complete the process in the near future.

Pre-press has seen some of the most significant changes in recent years. Purbrooks has eliminated arguably the least green stage in print production, by no longer producing film but by making plates by computer-to-plate (CTP). This limits the volume of the most hazardous substances (fixers and developers) and the highest quantities of consumables in the printing process.

In the press hall a Reverse Osmosis (RO) unit is used to treat water. This, together with advanced filtration systems and special press rollers, allows us to run without alcohol on press. Printing without alcohol on press is undoubtedly harder for the printer. The alcohol hides a multitude of sins and makes it easier for the minder to control the printing press.

It's worth persevering with though, because printing alcohol free ultimately enables the printer to produce more vibrant colour and better definition - without the use of harmful VOCs. It's a win, win situation!

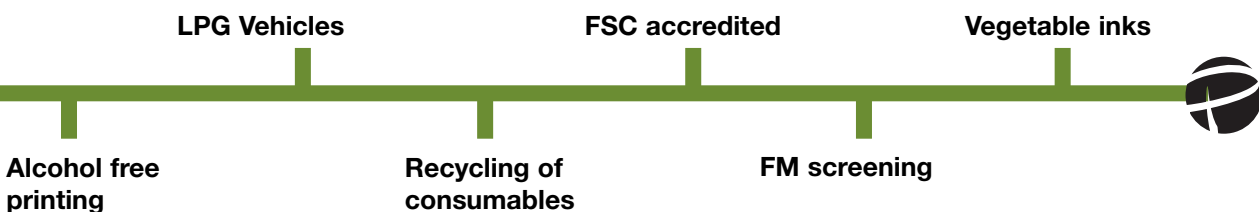
### Also...

- No chemistry is disposed of via the drain as our main pre-press consumables manufacturers all have waste partners who hold licenses to collect and dispose of waste, allowing what by-product is generated to be disposed of legitimately.
- We use vegetable based inks whenever appropriate.
- We are always looking for new ways of saving energy. As part of this ongoing review, we recently fitted power factor correction equipment to our electricity substation. This large expense will take some time to recover but it means we will be saving 15-20% in energy usage.

- We are replacing our pressroom air conditioning units with the latest air cooling technology. This will save up to 80% on the electricity used in cooling the factory.
- Our newest press, a Five Colour B1, is one of the most energy efficient presses on the market and uses far fewer make-ready sheets than other presses.
- All used aluminium plates and paper off-cuts are recycled.
- Our policy is to replace our vans with LPG powered models as they come to the end of their useful life.

### Free Environmental Review

If you would like us to review the sustainability of your print we are happy to help. Please contact Martin Stern on 020 8944 3200 or email [martin@purbrooks.co.uk](mailto:martin@purbrooks.co.uk)



# Managing Deadlines

## Meet that deadline without incurring “rush charges”



Whilst we all strive for high quality, award winning work, sometimes the deadline becomes the overriding priority. At Purbrooks we do not charge a premium for fast turnaround work. However, to achieve this we need your help. With the right planning and communication it is possible to work within tight deadlines without compromising quality and incurring extra costs.

### Booking Jobs In

An early call to us will establish whether production capacity is available when you require it. The earlier you make that first phone call, the more likely you will be able to secure the capacity you require. Early notice also allows paper to be ordered in advance.

### Providing Files

It is most important that the copy you send has been signed off internally. Amendments are time consuming and can be costly, as strictly speaking a reproof will be required. We suggest that care is taken in setting up the files you propose sending. Time taken to check that there are no missing images or graphics will reduce unnecessary delays.

Although we can run proofs and plates from High Resolution PDF files it is preferable that clients supply the native application file (e.g. Quark Xpress or InDesign). This enables us to amend files if there are copy changes or problems with the artwork. This is less costly and time consuming than waiting for a new file from you, with the inevitable delays that result from reproofing.

### Materials & Processes

Care taken in selecting materials will also speed up turnaround times. It is worth noting that ink dries through oxidation (exposure to air), as well as absorption into the paper. The smoother the paper, then generally the quicker it will dry. Therefore uncoated stocks which are rougher to the touch take longer to dry than jobs printed on art paper. Processes such as lamination, die cutting or foiling will add time (and expense) to the whole production process and you may want to reconsider the need for these processes if the job is time critical.

### Signing Off

A further means of speeding up turnaround times is to agree to be available out of hours (within reason) to sign off proofs. At Purbrooks, we will inform you as far ahead as possible when proofs are likely to be ready. The final proof is not strictly speaking for proof reading. It is provided as a check that all elements have been included on the job and that the colours are properly represented. Also, limiting the number of people involved in seeing the final printer's proof will speed up the sign off process. Remember that the more people there are who see a proof, the more likely there will be changes and consequently a missed production slot.

### Deliveries

Ensure that you let us know exactly where and when you require delivery. If delivery is to an event, make sure that you give full instructions and preferably a contact number. If you only need a few copies on the deadline, make this clear, especially if a job requires a large amount of collation, as it will usually be possible to make a few copies available in advance of the main job.

### Communication

Finally, let us know the actual deadline. Speed and quality sometimes may not be compatible and a false deadline may result in reduced time for quality control checks.

### Checklist

- Plan ahead - talk to us as soon as possible
- Make sure everyone is happy with the copy before you send the files
- Choose your materials wisely
- Find ways to speed up the signing-off process
- Confirm delivery instructions
- Keep us informed of deadlines



## Latest news from Purbrooks

### Non Scratch Lamination

Despite its expense and the availability of other processes, sometimes only lamination will enable a project to fully succeed. The process protects the printed sheet and provides a high quality feel to the overall look. However, a major problem has been scratching, especially when printing solid colours under matt film. We are pleased to report that a revolutionary new matt lamination film has been launched that is resistant to scratching. We have been delighted with the results. Although a more expensive option it does ensure the very highest quality finish. If you would like to see samples please contact Martin Stern on 020 8944 3200 or email [martin@purbrooks.co.uk](mailto:martin@purbrooks.co.uk).

### Electronic proofing

When budgets are tight, or deadlines are looming, many clients ask us to provide PDF proofs rather than printed digital contract proofs. However, until earlier this year, we could not have guaranteed that this would have been a content secure proof. Our new True-Flow workflow in repro now allows us to provide PDF proofs from the final "ripped" files that are used to make plates. We still prefer to provide an initial hard copy digital proof (made up to the finished product), as this tends to give clients the best opportunity to spot errors in the copy or original artwork. However, minor amends can now be proofed electronically at no cost and you can have the confidence that the content is totally secure.

## Why big is beautiful and can save you money...

Our newest press has introduced our largest size format yet - B1. This press allows us to produce additional formats in house (such as 8pp A4 roll fold leaflets, A1 posters or oversize folders). You can obtain our high quality standards for a wider range of formats, rather than sourcing production through an alternative supplier. We are now able to provide everything from business cards to high end "coffee table" books. All your print production needs from digital to large format litho can now be handled on our one site.

### Also...

- The larger format allows us to plan twice as many pages of a brochure on a sheet, so that we are able to turnaround large pagination jobs faster.
- We can now quote more competitively on either larger run or larger pagination projects, so that your marketing spend goes that much further.
- We have more scope to plan various items from a single campaign on the same sheet, so that you can get the full benefit of submitting all components at the same time.
- The press we have chosen has the greatest flexibility available in the market – we can print on material up to 1000 microns, which means that packaging projects can be produced with ease.

# PDF Annotation Review

## PDF Annotation Review

In our last Inform newsletter visualdirection published a tutorial on the use of PDF annotations. We are very pleased that many of our clients have been willing to use this new process and that it has been so successful.

A quick review of the application may help clients to maximise use of it and reduce the amount of time needed to mark up amendments.

### About visualdirection

visualdirection offers a specialised design and artworking service.

As the design arm of Purbrooks, visualdirection holds to the same high standards of client care.

We cover the full range of skills required to supply high quality creative services to blue-chip clients.

In addition the Purbrooks in-house repro department operates 24 hours for typesetting and provides a fast, accurate service for artwork amendments.

### Introduction

Making corrections to layout proofs is a time consuming exercise for both clients and designers. We have introduced a system that enables clients to make annotations and comments to the PDF proofs we supply. This can be done through a version of Acrobat Reader with extra user rights, the full version of Acrobat Professional, or by visualdirection using Acrobat Professional Email Review. Whichever program you use, they have the same annotation tools and effects. The latest version of Acrobat Reader is Acrobat Reader 8 for PC and Acrobat Reader 9 for Mac. To download the latest FREE version of Acrobat Reader, please log onto [www.adobe.co.uk](http://www.adobe.co.uk).

### Tools

The annotation/comment tools available are; Sticky Note, Text Edits, Stamp, Highlight, Drawing symbols and Attachment. All these tools have their uses.

The main tool to mark up an efficient annotated PDF is Text Edits. Text Edits involve: Replacement Text, Insert Text, and Cross Out Text. These three Text Edits selections cover most amendment marks. To know how to use all the Comment Tools please refer to the PDF Annotation User Manual which we can supply.



An example of a marked up page.

### The benefits

There are many benefits to PDF annotations:

#### Clear mark ups.

Annotation marks are clear, easy to read and understand. Having clear concise amendments makes the artworking process faster and reduces the need for queries and placing jobs on hold while awaiting a response from the client.

#### A Clear Visual Aid

Clients often email amendments in a large list. Amendments can be submerged in large text descriptions and with no visual aid, the amends are easy to miss or interpret differently. PDF annotations avoid these problems and make instructions much easier to follow.

#### Easier Proof Reading

Clients may believe that amendments made by telephone are the easiest and quickest way of communication. However, without a soft or hard copy to work from, the amends that we produce cannot be proof read or checked properly. This can lead to mistakes not being picked up. PDF annotations give the proof reader an audit trail and helps us pick up any errors that might occur.

#### Fewer Keystroke Errors

Clients can type replacement text or insert new copy into a 'sticky note'. We can then extract the exact text straight into the artwork. Large paragraphs of text will automatically be correct. This saves us from having to retype handwritten paragraphs and reduces the chance of errors.



## Review

The introduction of PDF annotations has been a great success, making artwork amendments easier to produce.

We are able to copy and paste text quickly and have a visual representation, which would be missing in an email amend. At the proof reading stage, fewer mistakes are being found, meaning we are able to supply your amended PDF back to you in a shorter turnaround time.

There are however three areas that with training and experience could be improved upon.

### Order of amends

On some annotated PDFs we receive, the amends are not consistent and jump around the page. One amend may start on the left column, the next one is in the right hand column and the following amend is then back in the left column.

This can be confusing to the artworker and the proof reader, as normally a user would scroll down one column and back up to the next.

It is much easier to receive amendments in the order of the copy, as this minimises confusion and time searching for the amends, with the users eye naturally following the order.

### Highlighting

Sometimes we notice that text is highlighted without any instruction to the amendment required. We believe the client is just highlighting the text to make it more visible to the next amendment mark. For example a word is highlighted, but an insert text tool is also used. These highlights are not necessary, as it produces two sets of amendments on one comment list.

It is better to use only the annotation tool that explains the amendment. This will reduce the amount of annotations within the comment list, which the artworkers and proofreader use to tick off all the required amends.

### The Replacement Tool

Many of our clients are in the habit of using the cross out text tool and the insert text tool to replace text. This type of action produces two comments for one amendment. Best practice would be to use the Replacement Text Edit Tool. This tool produces only one comment mark.

To use this tool;

1. With the cursor, highlight the text to be replaced, click on 'Text Edits'. On the initial selection of Text Edits a quick description window will appear. After reading it, select 'Do not show again' and press OK.
2. Then just type; the text in the PDF will automatically cross out in blue and a sticky note with the users new text will appear.
3. If making many amends to a paragraph, highlight the text and copy it by 'Right mouse click and use the PC window menu' or 'Ctrl C'.
4. Straight away, paste the text 'Right mouse click and use the PC window menu' or 'Ctrl V'.
5. The above action will cross out the highlighted text and a 'Replacement Text' sticky note will appear, containing the text the user copied and pasted.
6. The user can now edit the text within the sticky note.

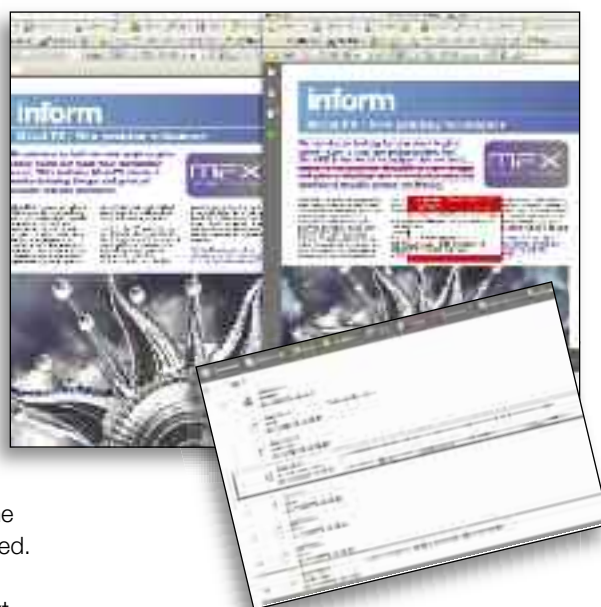
## Conclusion

Going forward, we will supply our PDF's by Acrobat Professional Email Review. Clients will still receive their PDF via email. However, the email will contain a general paragraph asking the client to review the PDF. On opening the PDF the user can comment upon it in Acrobat Reader 7 and above. Once the new comments have been made, the user can press the 'send to comment' button and the PDF will be emailed back to visualdirection.

For more detailed information on how PDF's can be annotated please refer to our last newsletter which can be viewed or downloaded at [www.purbrooks.co.uk](http://www.purbrooks.co.uk)

**If you would like a one-to-one training session, or a user manual please contact Clare Wright our Studio Manager on 020 8944 3201 or email [clare@visualdirection.co.uk](mailto:clare@visualdirection.co.uk).**

Example of the comment tab and the proof reading screen.



## Credit Crunch Issue LOGO COMPETITION

A bottle of champagne goes to the first correct entry out of the hat. The winner of the last competition was Melanie Malherbe from London & Quadrant Housing Trust. The correct answers were:

1. Homebase, 2. Oyster, 3. Castrol, 4. Haagen Dazs,
5. Going Places, 6. Greggs

### How to enter:

**Email:** your answers to [martin@purbrooks.co.uk](mailto:martin@purbrooks.co.uk)

**Subject:** Competition 13

**Date:** All entries to be received no later than 23 December 2008

1	4
2	5
3	6



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