

## Print approval proofing options

In order to achieve customer expectations, minimise resource waste and ensure that correct quality control procedures are maintained, Planet Press offer a variety of proofing formats. For the majority of print projects, it is not uncommon to require a combination of proofs to ensure the success of the final result. We encourage our customers to view initial proofs in electronic format (.pdf), followed by an interim digital colour print (single pages), plus an imposed colour contract proof (layout as ready for print run). Hard copy (printed) proofs remain the property of Planet Press, and should be returned with any alterations required clearly marked. Resultant changes are checked against these proofs to ensure conformity of result. It is important to understand, that there will be slight differences in colour between each proofing style, and that we aim to achieve an end result within industry accepted tolerances.

To assist in understanding the scope of our print approval procedure, the types of proofs offered by Planet Press are detailed in brief as follows:

### PDF email proofs

Normally low resolution (72dpi), pdf email proofs are used for checking of the content only. Colours viewed on screen are simulations of what is actually printed, these proofs are for **interim approval** purposes only. Customers who utilise Acrobat 6 Professional (or above) to view pdfs, can view via the "Advanced" pull down menu the overprint preview and the separation preview to check the trapping of the job.

### Xerox 1250 colour proofs

Produced at a very good quality resolution (600dpi), the Xerox 1250 achieves results very close in colour to the printed product, however due to the use of toner instead of ink, the colour is often richer than when printed during traditional offset printing. Xerox colour proofs do not show trapping issues such as overprinting, each colour is treated as "opaque". Xerox proofs do not show duotone or metallic results effectively. All pantone colours are simulated as the toner used is CMYK, therefore not all pantone colours are achievable. These proofs are for **interim approval** only.

### Xerox 8000 colour proofs

Planet's Xerox 8000 is operated as our digital printing press. It produces a print result which simulates traditional offset printing at a high quality resolution (2400 dpi). If the job is for digitally printed product, then the customer is provided with a "machine proof" on the actual stock that has been selected for the print job. The result is the same as the final printed product. Xerox proofs do not show duotone or metallic results effectively. All pantone colours are simulated as the toner used is CMYK, therefore not all pantone colours are achievable. Xerox 8000 machine proofs are for **final approval** purposes **only if the job is for digital print**.

### Sherpa 44M inkjet colour proofs

Sherpa 44M Inkjet Colour proofs, are high resolution (720dpi), imposed colour **contract proofs** printed onto 210gsm satin finish proofing paper. The result achieved is used for **final approval** purposes for both content, colour and positioning. For bookwork, this will mean that the pages are not in numerical order, they are positioned so when the paper is folded and trimmed, the pages will be in the correct position, (this is an important feature of the proof with regard to achieving pre-press approval for the job). The Sherpa uses CMYK colours, therefore any pantone colours, including metallics are simulated (from online colour ink tables used to simulate the colour as closely as possible). Carefully inspected sherpa proofs may show trapping features such as overprinting (the colour will "darken"). Once approval is achieved for this final proof, the sherpa 44M inkjet proof must be returned to Planet Press. This proof is used as the "master" to which the final printed result is matched as closely as possible by the printing machinist.

### Sherpa 43 inkjet colour proofs

Sherpa 43 Inkjet Colour proofs, are low resolution (360dpi), imposed colour "content only" proofs printed onto 120gsm matt finish proofing paper. These proofs are used as a swift, low cost alternative to show imposed print results, and used as a **final content check** for jobs which are repeat with minor alterations, or for instances where last minute changes may have occurred. Sherpa 43 proofs are not for checking of colour or photographic clarity.

### Press checks

If for any reason the customer requires enhancements, or critical monitoring of the printed result, they will be invited to attend a press check. The printing machinist can control the individual ink levels on the press (approx.  $\pm 5\%$ ) to enhance the end result allowing the customer to satisfy their preferences for colour balance.



# Pre-press approval proofing procedure

## Screen checks

- To minimise the chance of wasted materials, files should be viewed and checked thoroughly within their originating programs and within ApogeeX prior to printing any proof.
- A screen check from within ApogeeX acts as the CTP operator's final approval procedure for the job, therefore the importance of this step is acknowledged.
- Proofs must be referred to during the checks to ensure that the customer's expected result is achieved.

## PDF email proofs

### Interim approval only.

- PDF must be pre-flighted, or prepared through ApogeeX and forwarded as lo-res to the customer via email.
- Customers are required to reply via return email with any corrections or notice of approval.
- Customer approval at this stage means that the job can progress to the next stage (either xerox proof or sherpa), not that the job is approved for printing.
- Black & white laser print out of the email is required in the workticket.

## Black and white laser proofs

### Interim approval only.

- Black and white lasers may be used for one colour jobs, or black only jobs, minor alterations, or content checking.
- These proofs are economical and not subject to a "click charge".
- Customers are required to return the proof or reply via email with any corrections or signed notice of approval.
- Customer approval at this stage means that the job can progress to the next stage (either xerox proof or sherpa), not that the job is approved for printing.

## Xerox 1250 colour proofs

### Interim approval only.

- These proofs are subject to a "click charge" and are to be used according to the work ticket instructions.
- Customers are required to return the proof marked with any corrections or signed notice of approval. Email and fax corrections may also be requested, therefore requiring a further proof (either pdf or xerox 1250).
- Customer approval at this stage means that the job can progress to the next stage (either digital machine proof or sherpa), not that the job is approved for printing.

## Xerox 8000 colour machine proofs

### Final approval for digital print only.

- These proofs are subject to a "click charge" and are to be used according to the work ticket instructions.
- Customers are required to return the proof marked with any corrections or signed notice of approval. Email and fax corrections may also be requested, therefore requiring a further 8000 machine proof.
- Customer approval at this stage means that the job is approved for printing.

## Sherpa 44M inkjet colour proofs

### Final approval.

- To minimise the chance of wasted materials, files should be viewed and checked thoroughly in ApogeeX, and customers are encouraged to view interim proofs as either pdf or xerox 1250 prior to this stage. Sherpas should not be made unless it is likely that final approval will be achieved.
- These proofs are routinely included in the quote and are to be produced according to the work ticket instructions.
- Customers are required to return the sherpa proof marked with any corrections or signed notice of approval.
- Minor corrections: individual pages amended and Xerox 1250 proofs attached over position on Sherpa.
- Major corrections: customer will be advised of the need for additional sherpa proofs, and approval for additional expenditure attained (if appropriate lo-res sherpa 43 proofs may be offered which are of reduced cost).
- Customer approval at this stage means that the job is approved for printing.

## Sherpa 43 inkjet colour proofs

### Final approval.

- To minimise the chance of wasted materials, files should be viewed and checked thoroughly in ApogeeX prior to this stage. Sherpas should not be made unless it is likely that final approval will be achieved.
- Often these proofs will be used internally as a final content check for jobs which are repeat with minor alterations, or for instances where last minute changes may have occurred. Approval from supervisor is required for use of these proofs unless marked on the work ticket.
- Customer or internal approval at this stage means that the job is approved for printing.

