



763 476 4100  
FOCUS33-PRINT.COM

# 7 E V E N



**Must-Dos Your  
Printer Must Do  
For You**

Exceptional efficiency and perpetual precision do not happen by accident. There are 7 touch points that determine outstanding results on the shop floor, on the bottom line and in a customer's mind. These are not 7 mystical secrets; they are sincere commitments to excellence that the best printers declare daily.

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## 1 ANSWERS & ACTIONS

When the phone rings or the email pings, your printer should be picking up and clicking off a response ASAP. It's not just about being zippity-quick, it's about being whip-fast with the smartest resources.

Just call. Just ask. Just expect us to take care of it. "Am I using the right materials and process with ample time allotted? Is this the best way to accomplish my goals? What about options? Can we just talk?" When you have questions, thoughts, ideas, worries or midnight ruminations, just call and we'll provide F33 rapid response resourcefulness.

## 2 HOW MUCH HOW SOON

Your printer should provide the facts and figures quickly and accurately. How about, estimates delivered within hours of request? You've got lists and they need crushing.

We create precise estimates on cost and timing pronto and promptly. You get the vitals to the vital stakeholders and you get this task off your plate, desk and mind.

## 3 STATUS WHOA

You should never feel in the dark, in a grey area, or in an intel blackout from your printer. Your daily news feed straight from a trusted source.

Each morning you'll receive a custom Focus 33 Status Report, so you're fully informed, completely in the loop and put at ease. No chasing, no leaving messages, and no worries about the crew at Focus 33.

## 4 THE PROOF

The best printers prove it every day. Is your printer presenting initial proofs in a speedy, professional manner? This is a critical link in the process chain that deserves your printer's full attention.

See for yourself in 24 rapid hours. Our proofs are detailed and highly accurate. Give it your best squinty-eyed scrutiny, give it your enthusiastic approval and give it to us to make it happen.

## 5 DELIVERED & TRACKED

It's 4:52 pm and you're hungry. Do you know where your completed printing order is? No guessing, no fretting, no watching the horizon for your order to appear. How does your printer deliver?

All of our impeccable service and craftsmanship is wasted if the goods don't arrive when and where they're promised. We do that every time—track it, count on it, don't think twice about it—it'll be there. And, if it's a local delivery it will be there before high noon.

## 6 AMPLE SAMPLES

If that printer of yours isn't presenting you with packaged and plentiful samples—perhaps they aren't so proud of their work. Samples should not be an afterthought.

When the big boxes of goodness arrive so do the small packages of project samples. Share them, store them, show them off and consider them our calling card for future work.

## 7 REFRESHINGLY DULL INVOICES

The invoice you receive from your printer should not contain, previously unmentioned, nickel, dime and dollar charges. Do the discussions about the job match the dollars requested for the job?

Our invoices are extremely boring—they arrive punctually, they're concise and they contain absolutely no surprises. So unexciting. Period.

# focus<sup>33</sup> 7X QUALITY. 7X SERVICE. 7X PEACE OF MIND.

At Focus 33, we have 7 core initiatives that form our one mission to make your job run simpler, and your mind rest easier.

If you have a printer acing these 7 Things, you are fortunate, carry on. If not, call us at (763) 476-4100 or email [cjc@focus33-print.com](mailto:cjc@focus33-print.com) today. Let's talk about a project, a quote and a good night's sleep.

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