

7 MUST-DO's YOUR PRINTER MUST DO FOR YOU

These 7 touch points directly affect your job, your reputation, and your customer's satisfaction. Answering "yes" to all of these is a sincere commitment to excellence that the best printers declare daily.

HOW DOES YOUR PRINTER STACK UP?

ARE THEY RESPONSIVE AND RESOURCEFUL?

1 When it comes to uncertainties about papers, inks, weights, sizes, mailing or postage, or the best approach, your printer should serve as your reliable resource. And the need to call your printer for anything other than an estimate or to place an order indicates a shortcoming in service.

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DO THEY SEND ESTIMATES WITHIN HOURS?

2 Just as your phone call or email should be picked up and responded to ASAP, estimates should always be delivered in 24 hours or less. You've got pricing questions, and they need answers. Ensure you are provided with the facts and figures quickly and accurately.

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DO THEY PROVIDE A STATUS REPORT EVERY DAY?

3 A list of all the jobs you have in production should arrive promptly at 8:30 every morning. Never feel in the dark, or in an intel blackout from your printer. Always know the status of your jobs, proofs, and deliveries.

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DO THEY SEND YOUR PROOFS WITHIN 24 HOURS?

4 Detailed Color Accurate G7 Proofs and PDF's with proof sheets that you receive speedily and professionally give you the pertinent job info that leads to success. Double-checking quantities, paper stock, and special coatings are critical links in the process chain.

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ARE YOU NOTIFIED THE MOMENT YOUR JOB HAS SHIPPED?

5 You should receive a shipping notification the moment your job is shipped so you know that it is on its way. And having the FedEx or UPS numbers to track it means no guessing and no fretting. If it's a local delivery, it should ship for FREE and arrive before noon.

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DO THEY PROVIDE SAMPLES CONSISTENTLY?

6 Always be confident about the job that was produced because you have samples in hand to see, show, and share with your business partners... Never wonder what was delivered or get caught with a phone call from stakeholders questioning the product you delivered.

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DO THEY PROVIDE INVOICES WITHIN 48 HOURS?

7 The invoice you receive from your printer should contain no surprises, arrive punctually on the heels of your delivered project, and match the estimate you received. Previously unmentioned nickels, dimes, or dollars are not acceptable.

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FOR CONTROL, CONSISTENCY, AND CONFIDENCE, CALL US AT: 763-231-2553

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