

Quick Tips For Good Presschecking

Here are some key steps you can take to make sure you get a fantastic product:

- Confirm the quantities, shipping requirements, PO#s, sample requirements and delivery dates.** This should have been done before you arrived at the presscheck.
- Double check the paper and finish you are printing on.** Better to catch an error now and order new paper than to find out after it has been delivered.
- Ask for a trimmed-out and folded-up printed sheet.** Most printers call this a "Size and Copy." Check that it is trimmed in the right places, folded properly, the pagination is correct and the images back up properly.
- Look at the overall sheet.** Does it have the look and feel you want?
- Evaluate copy on the flat sheet.** Make sure all the copy is on the sheet, nothing dropped out and nothing reflowed. This is especially important in computer-to-plate workflows.
- Double check that the final changes on your last proof were made on the press sheet.**
- Check the register.** Crop and register marks are printed in every color and should print one right on top of the other. Then, look at the copy to see if everything fits, too.
- Examine the color breaks and make sure they are correct.** Pay attention to spot colors versus process-built colors.
- Inspect the color.** Compare the color to your contract color proofs and drawdowns. Articulate color corrections in terms of brightness and hues. You want it warmer, cooler, bluer, greener, etc., but remember, when you increase one thing, something else usually has to give.
- Make sure that color is even across the sheet.** Fold the sheet over or cut out sections of an identical sheet to superimpose over your inspection sheet.
- Check the position of varnishes or coatings.** Make sure that their finish (i.e., gloss, satin or dull) is correct.
- Look at both type and dots with a loop.** Make sure they are crisp and not tailing.
- Check for defects on the press sheet.** Circle any hickies, spots or defects.
- Give the press operator the okay to proceed.** You will be asked to sign a press sheet. Take a couple "Same As" press sheets to compare against the samples you receive when the job is done.
- Thank everyone involved.** A little courtesy will go a long way toward making sure they keep a sharp eye on your project for you.

Presschecks are all about managing expectations. Good preparation sets the expectation, a good attitude manages it and a decent process ensures that your presscheck will deliver your expectations. It is that simple.