



PRINT & PAPER SPECIFICATION TRAINING (1 Day)

Does your company suffer from any of the following print issues?

- Concern at printed items not appearing as you had envisaged?
- Difficulty with creating printed items which differentiate you from your competitors in the marketplace?
- Frustration at not being aware of all print production processes?
- Anxiety that printed items are not being produced as economically as they might be?

This course has been designed to provide participants with the knowledge to be able to confidently specify printed items including leaflets, brochures, catalogues, magazines and mailing items. For companies buying print, it is important that buyers have knowledge of the technical issues and pitfalls around specifying print as this can make a serious difference to print spend. For printers, this is an ideal chance to educate their clients and make sure that the estimating team receives appropriate quotes and does not spend time educating clients rather than winning jobs.

By the end of the course candidates will be able to:

- Create a quote request for printed items.
- Ensure that their printed items are produced as they envisage.
- Create a specification best suited to the intended use of the printed item.
- Use recent advances in printing technology to best effect.

The trainer has widespread experience within the print industry and an in-depth knowledge of print processes, and how to apply them practically. This means that participants will be able to discuss real-life situations with a trainer who can understand many types of print job and offer relevant advice. This course is aimed at all staff who are involved in specifying print, be they buyers, designers or members of the marketing team.

This is a full day course. Attendance is limited to a maximum of eight participants. This ensures that all candidates receive suitable personal attention and feedback throughout the course.

Agenda will cover:

Creating a quote request

- Creating a technical specification
- Other essential details
- Service levels

Paper

- How paper is made
- The key properties of paper
- Paper pricing
- The right paper for the right product

Print

- Size matters
- Colourfall
- The right process for the job
- The right press for the job

Personalisation

- Why personalise
- The different types of personalisation
- What can be achieved through personalisation
- Making sure that data is correct
- Ensuring that mistakes do not happen!

Finishing

- Folding and creasing
- Sealing and varnishes
- Binding
- Die-cutting
- Personalisation
- Packing and presentation

Fit for purpose issues

- Insertion
- The postal system
- Direct mail issues
- Point of sale material

Candidates are encouraged to bring samples of typical print items that they are asked to source so that specific advice can be given on real-life jobs.

At the end of the course participants will be asked to fill in an action plan of how they intend to change their print and paper specification as a result of the course and this can be fed back to management if requested.

For further information please contact the Buying Support Agency (0845 555 3344) or email info@buyingsupport.co.uk