

# WELCOME



aaf<sup>®</sup> orange  
county



# AAF + WESTAMERICA PRINT SERIES

**Q1** - FUTURE OF PRINT - That's Today!

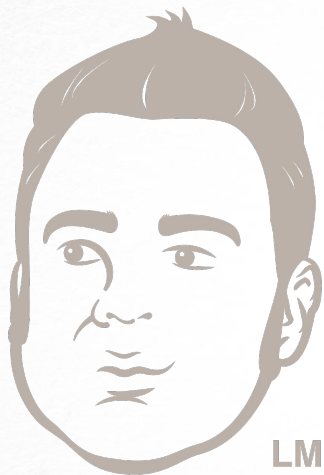
**Q2 - WIDE FORMAT - June 11th - Save The Date**

**Q3** - PACKAGING - September

**Q4** - DIRECT MAIL - November



# AAF + WESTAMERICA PRINT SERIES



LM

**Luke Mysse**

*(Head kind of looks like an onion)*

- Learn about trends
- See real-world projects
- Print buying knowledge
- Interactive tour



# TRENDS



2,617



# TREND 1 - TACTILE BRAND EXPERIENCES



- Online and offline become one.
- Unboxing experiences expanded beyond consumer packaging.
- Increase in embellishments such as varnish, foil, UV soft touch etc.

# TREND 2 - GROWTH IN DIGITAL PRINTING



- Innovations in both wide format and digital litho.
- Growth in print on demand.
- Combining digital printing and traditional printing techniques.



## 01.29.2025 • THE FUTURE OF PRINT



- **Segments and individuals**
- **Smarter lists = less spray and pray**
- **Data-driven design**

# WHAT IS PRINT?



# PRINTER IS A VAGUE TERM

- **COMMAND P** (Ctrl+P for you PC users)
- **QUICK PRINT** - FEDEX or UPS Store
- **SPECIALTY PRINTERS** - Flexo, screen printing, apparel, promo
- **PUBLISHING** - Magazine or Publishers
- **ONLINE PRINTERS** - Gangrun, Vistaprint
- **WIDE FORMAT** - Rigid display, fabrics, vinyls, outdoor materials
- **COMMERCIAL LITHO** - Traditional sheetfed offset, digital, web



# WHERE DOES WAC FIT IN ALL THIS?

*Collaborator Focused on Helping Clients Grow.*



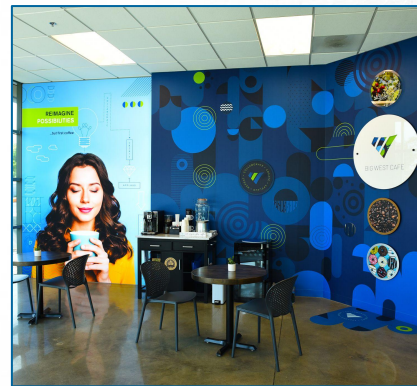
**COMMERCIAL  
PRINTING**



**STRUCTURAL  
PACKAGING**



**DIRECT MAIL**



**LARGE FORMAT**





## **TIP #1**

**Ask to see samples  
or take a tour.**



# GL640 UV PRESS



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# BEGIN WITH THE END IN MIND



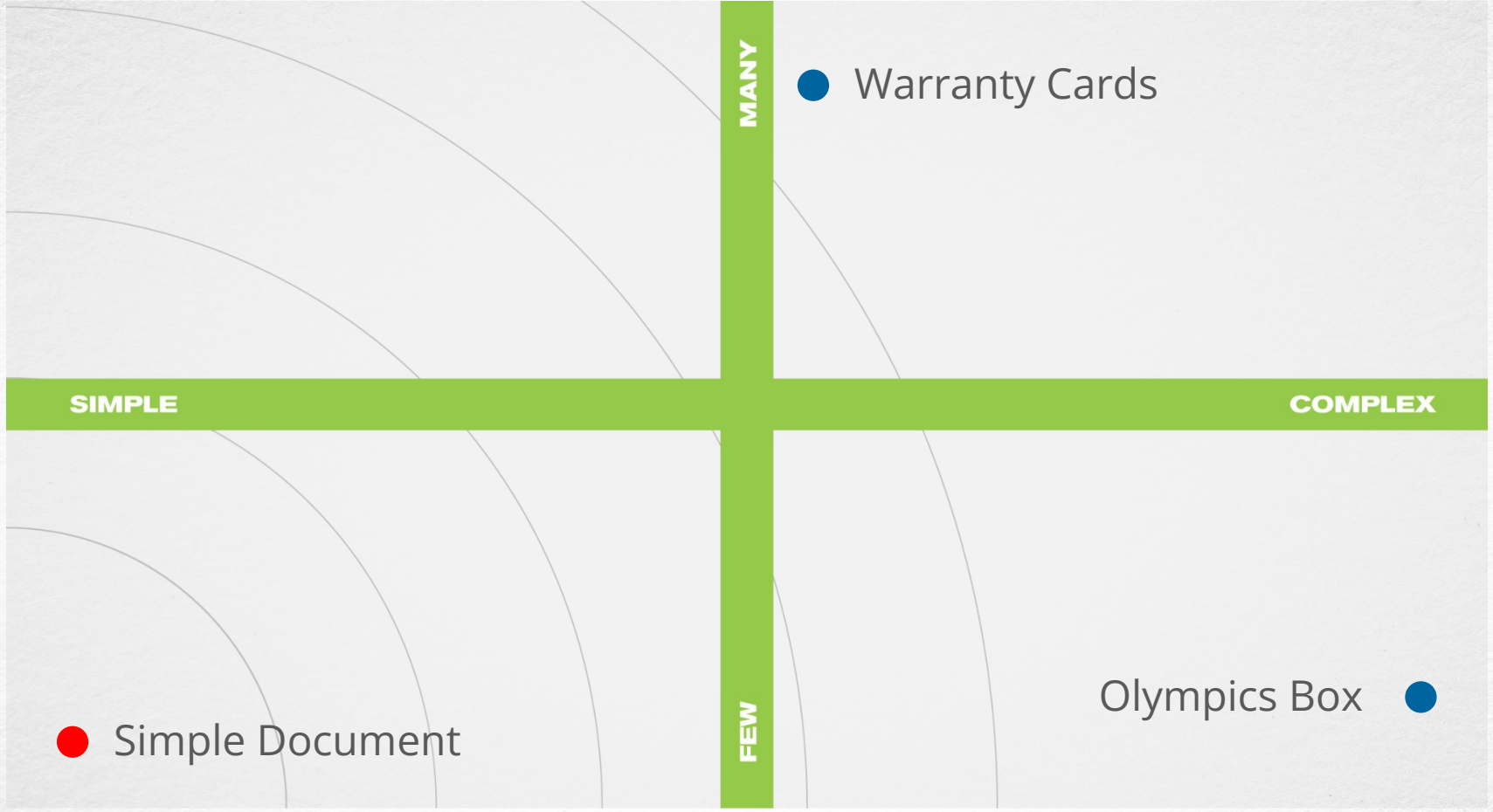
- What's the goal of the piece?
- What's your timeline?
- Is it color critical?
- Do you have a budget in mind?
- Exact specs?
- Or looking for ideas?





## TIP #2

**Get the printer involved early when a project is more complex.**



● Warranty Cards

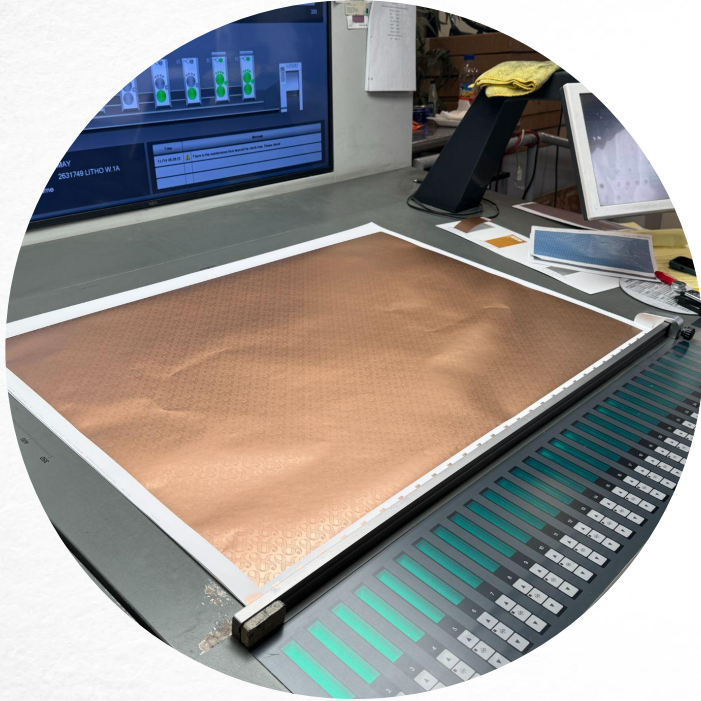
Olympics Box ●

● Simple Document





# BIGGEST INFLUENCERS of PRICE AND TIMELINE



- How a job is engineered to run
- **Paper:** Type and availability
- **Ink colors:** CMYK / Spot colors
- **Coatings:** Inline vs offline
- **Finishing:** Simple or complex
- **Fulfillment**





# WHAT PATH DOES A PROJECT TAKE?



**COLLABORATE** > ESTIMATE > **PO**

JOB WRITE UP > SCHEDULING > **FILES**

PREPRESS > **PROOFING**

PRODUCTION > **PRESS CHECK**

FINISHING > **SHIPPING/DISTRO**

SAMPLES > **APPLAUD**





## JARGON ALERT:

# Make Ready

The term used to describe setup time and materials needed during the different stages of a print project.

# OFFSET VS DIGITAL



## TRADITIONAL OFFSET LITHO:

**Pros** - Larger quantity, wider array of papers, coatings and techniques, spot color and specialty inks. Great quality.

**Cons** - Higher make ready cost, more involved, static content.







# SPECS: WHAT KIND OF PAPER?



- Standard stocks
- Digital stocks
- Synthetics and plastics
- Specialty stocks: colors & finishes
- Availability









## JARGON ALERT:

# Mill Order

Refers to when a paper is not readily available or is completely custom and needs to be ordered from the paper mill.



## **TIP #3**

**Ask about equivalent stocks  
or house paper stocks.**

# SPECS: HOW MANY COLORS?

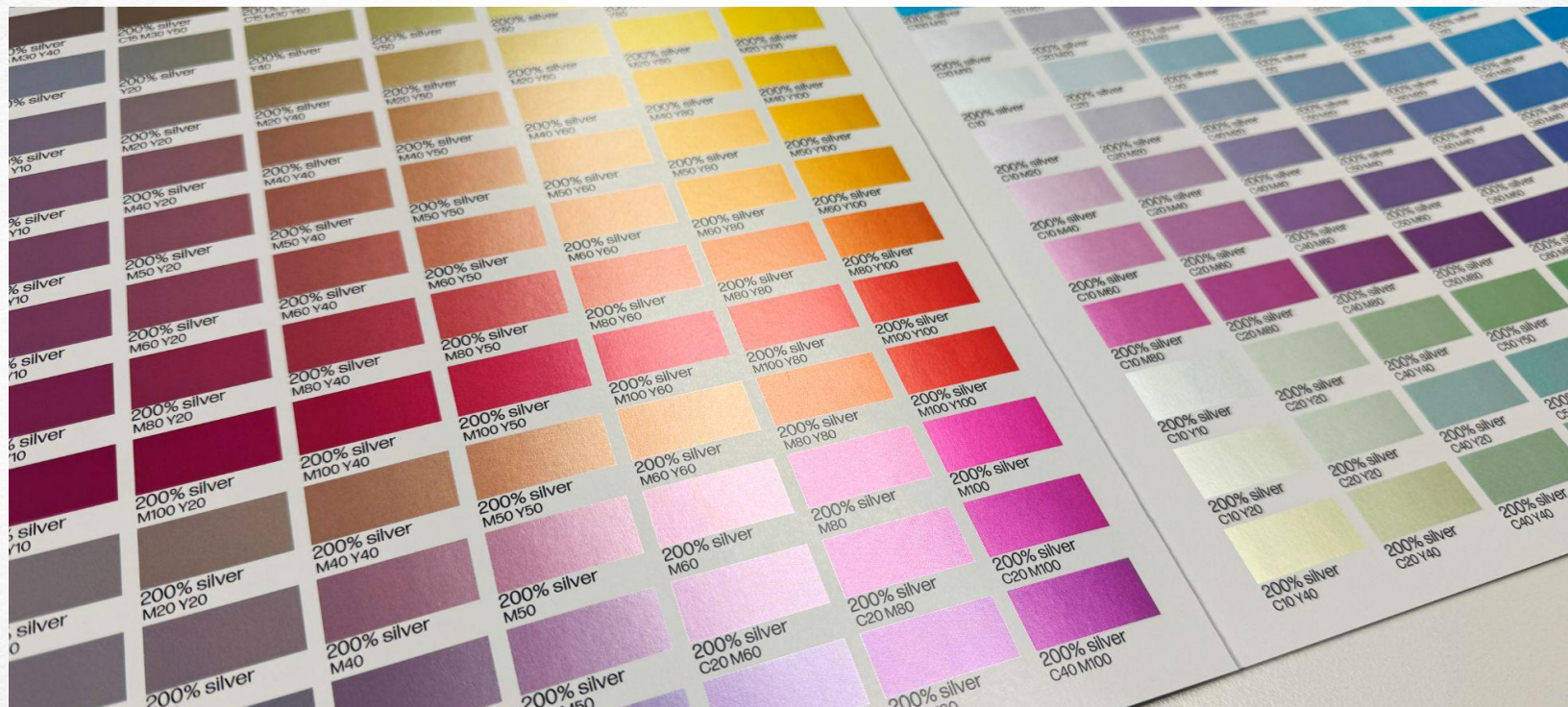


- **Process Color (CMYK)**
- **Spot Colors**
- **Specialty Inks**
- **Digital Spot**





# HP DIGITAL SILVER



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# SPECS: ADDITIONAL COATINGS



- Inline Coatings
- Offline Coatings
- Specialty Coatings
- Digital Coatings



# SPECS: DIGITAL SCODIX



## DIGITAL SCODIX

**Pros** - Ideal for short runs, can be applied over ink, or lamination, cool raised UV

**Cons** - Can't bleed off the trim area or over scores. Some limits with detail.



# SPECS: EMBELLISHMENTS



- Hot Foil
- Cold Foil
- Embossing / Debossing
- Lamination





# SPECS: BINDERY AND FINISHING



- **Scoring** - die score, rotary score
- **Folding** - machine or by hand
- **Die-cutting** - has a tolerance





# SPECS: BINDERY AND FINISHING



- **Saddle Stitch** - divisible by 4
- **Perfect Bind** - divisible by 2
- **Other bindings**
- **Ask about page counts**

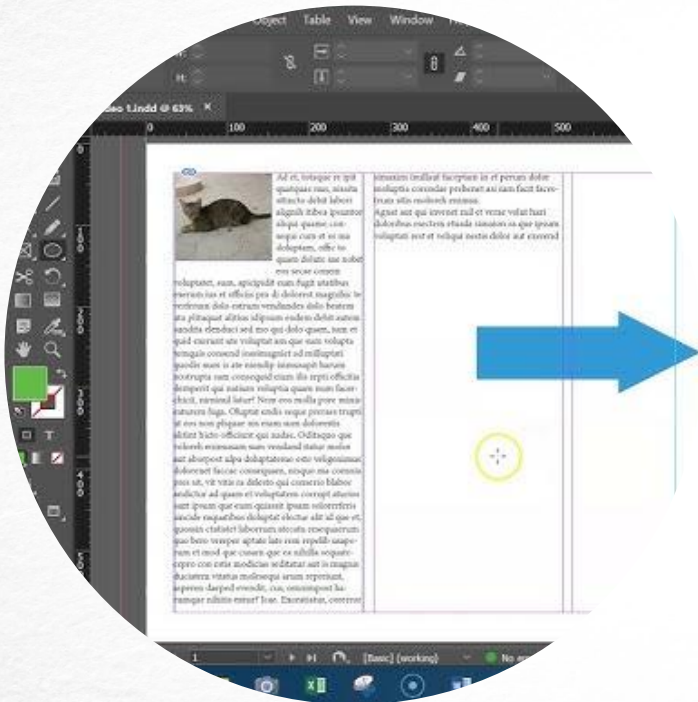




## PRO TIP #4

**Ask for a paper dummy  
or white sample.**

# FILE PREP CHECKLIST



- Size / Bleeds / Margins
- Resolution
- CMYK vs RGB
- Proofread everything
- Clearly label / organize



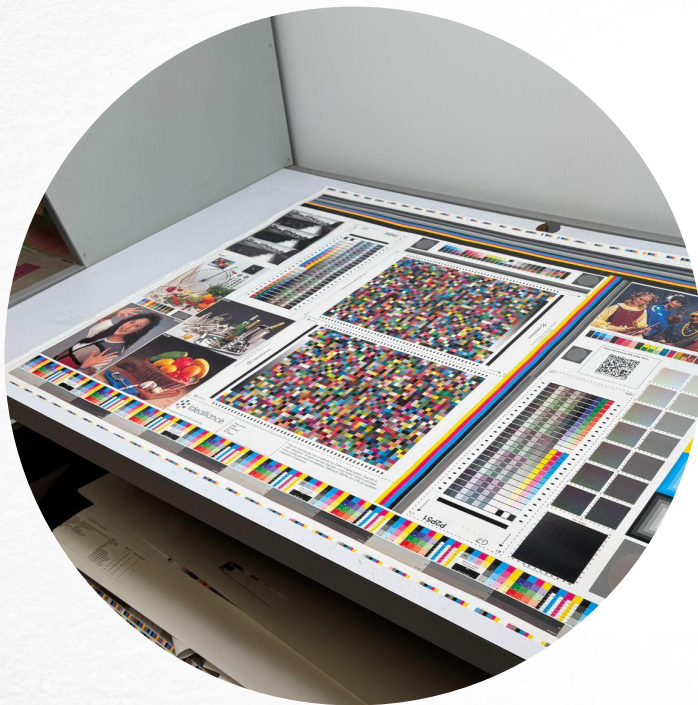


## **PRO TIP #5**

**Make a physical mockup.**



# PROOFING = NO SURPRISES



- PDF proofs
- Epson proofs / Contract proofs
- Blueline or improof
- Folding dummy or white sample
- Ink draw down
- Digital one off





## **PRO TIP #6**

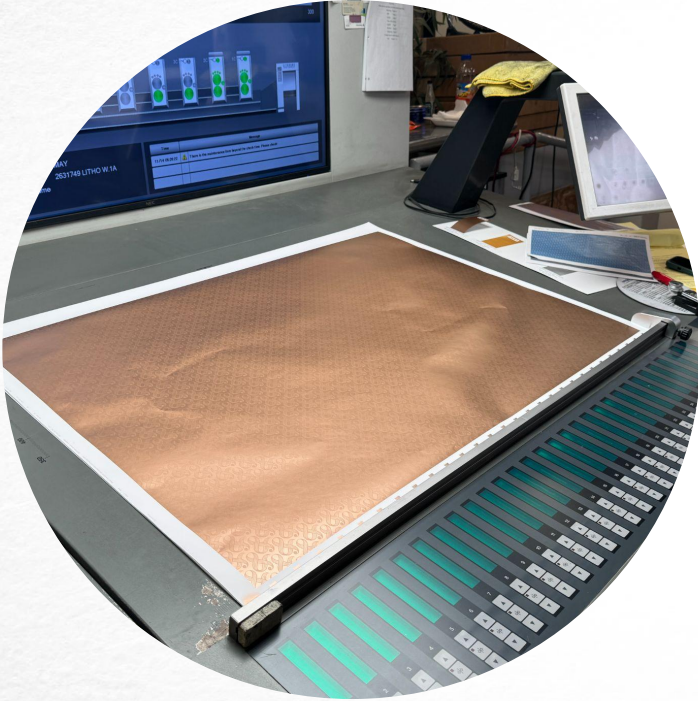
**Another set of eyes.**



## TIP #7

**Keep your place in line.**

# PRESS CHECK BASICS



- Correct stock or materials?
- Compare positioning to Improof
- Compare color to Epson proof
- Do companion pieces match
- Overall print quality
- If you're unsure, please ask questions







## **TIP #8**

**Keep an open line of communication and don't be afraid to ask questions.**

# ADDITIONAL RESOURCES



[www.mywestamerica.com/aaf/](http://www.mywestamerica.com/aaf/)



# TOUR TIME



# YOUR TOUR GUIDES FOR TODAY



**Doug Grant**



**Adam George**



**Joe Ryan**





# THANK YOU.

