



**GENICOLL**  
BUSINESS EVOLUTION REALIZED

## VISUAL COMMUNICATIONS

# PRINTING CHECKLIST

1. What printed product do you need? (*brochure, flyer, poster, invitation etc.*) \_\_\_\_\_

2. What date do you need the printed product in house? \_\_\_\_\_

Upon Genicoll receiving your content and design requests, please allow 3-5 business days for proofing artwork and 3-5 business days for printing (possibly longer depending on scope of project).

3. Do you need a professional printed proof at the printing stage or approve by emailed PDF? (*charges apply, must be onsite with the printer*)  Printed Proof onsite  Email PDF

4. Who has signing authority with the printer? (*Final proofreading for spelling and artwork errors are the responsibility of the client.*)  Genicoll  Client

5. Design: do you have samples or a vision in mind for the artwork?  Yes  No  
*If yes, please describe and send images, files or links from the web to [roxane.b@genicoll.com](mailto:roxane.b@genicoll.com)*

6. Do you have your content prepared, ready for the printer?  Yes  No

Do you need a writer to help sell your product or service? (*charges apply*)  Yes  No

What are the dimensions of the printed product? (width" x height"), folded or flat? \_\_\_\_\_

Do you have a stock (paper) preference? (*A meeting can be set up to see samples.*)  Yes  No

Would you like digital or offset printing?  Digital  Offset

*Offset printing technology uses plates, usually made from aluminum, which are used to transfer an image onto a rubber "blanket", and then rolling that image onto a sheet of paper. It's called offset because the ink is not transferred directly onto the paper. Offset printing is the best choice when larger quantities are needed (500+), and provides accurate color reproduction with Pantone inks, and crisp, clean professional looking printing. Digital printing doesn't use plates the way offset does, but instead uses options such as toner (like in laser printers) or larger printers that do use liquid ink. Digital printing shines when lower quantities are needed; think of a run of 20 greeting cards or 100 flyers. It is often the more economical choice.*

7. Would you like Genicoll to take care of the printing process or would you like to communicate with your own printer?  Genicoll prints  Client prints  
*(We will provide you with a digital PDF to send to your printer of choice).*

We will let you know when you can expect a proof in your inbox, and please confirm you've received it. Please keep us posted on your availability to respond, and we will follow up with a phone call to alert you if we don't hear from you. Please respond within 24 hours with any changes and allow 1-2 business days (or less depending on size) to see a new proof. We will communicate if anything changes with our turnaround.