



# CENTRAL PRINTING

## CATALOG OF SERVICES

Below is an overview of services available at Central Printing. Be sure to consult our Central Printing Reference Guide for print terminology definitions and more detailed information.

### PRINT SERVICES

Brochures	Booklets/manuals	Pocket folders
Business cards	Letterhead	Custom projects
<b>Mailers</b> <ul style="list-style-type: none"><li>» Postcards</li><li>» Newsletters</li><li>» Packets</li></ul>	<b>Envelopes</b> <ul style="list-style-type: none"><li>» #10</li><li>» #9</li><li>» Catalog</li><li>» Booklet</li><li>» Card</li></ul>	<b>Note cards</b> <ul style="list-style-type: none"><li>» Flat</li><li>» Folded</li></ul>
<b>Prepress packaging</b>		

### BINDERY SERVICES\*

Saddle stitch	Coil (spiral) binding	Comb binding
Foil application	Perfect binding	
<b>Folding</b> <ul style="list-style-type: none"><li>» Half-fold</li><li>» Trifold</li><li>» Z-fold</li><li>» Double-parallel-fold</li></ul>		

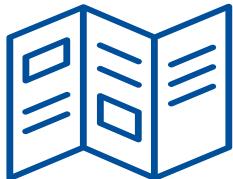
### MAILING SERVICES\*

Metered postage	Presort postage
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\*For descriptions and images, refer to the Central Printing Reference Guide.



## Brochures



Brochures are traditionally 8.5" by 11" and folded into three panels. Central Printing will ensure all content is positioned into the panels correctly. Content that mostly consists of images or large blocks of color typically prints on 80# gloss text paper, while content that mostly consists of text and white panels typically prints on 80# satin text paper.



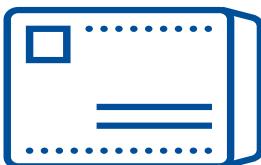
## Business cards



Business cards can be printed one-sided or two-sided on a smooth white, natural white (off-white) or ivory card stock. The texture can be smooth, linen or laid. The state seal can be printed in ink, but it can also be foiled (solid gold, open gold, blue field or blue ring – see **Note card** section below). The paper and logo choice will determine the cost structure.



## Mailers



Bulk (presort postage) mail pieces are processed entirely by Central Printing's mailing department. The first step is to review all artwork before production to ensure it meets postal requirements for metered or presort postage. Bulk mail pieces are checked for a mailing permit (indicia) for reduced postage rates.\*\* Provided recipient lists are processed and addresses are updated based on the USPS National Change of Address (NCOA) system. All mail, whether it be single-piece postcards or 10" by 13" envelopes containing multiple documents, is handled with the same review and care.



## Prepress



Production printing is a different process than desktop printing or digital design. As experts, Central Printing assesses all files carefully to ensure the design translates from the computer to the printed piece with no unexpected changes. Our experienced prepress team prepares files for production printing by checking images (including agency logos and state seals) for color (CMYK or spot) and inspecting document text for positioning. After files are evaluated to ensure quality and standards, proofs are output and delivered to the customer for approval prior to printing.



## Booklets/manuals



If you have a larger project, we can help you choose the most appropriate type of binding for a document. Often, the bind type depends on the number of pages in your document. If your booklet page count is a multiple of four, you will likely want to use saddle-stitch binding.\*\* High-page-count booklets/manuals (48 pages or more) are generally either coil- or comb-bound.\*\* Booklets/manuals can only be printed in full color or black only – spot color can't be used. A booked proof can be provided for approval prior to printing.

\*\*For more detail, refer to the Central Printing Reference Guide.



## Letterhead/envelopes



While letterhead and envelopes are traditionally ordered together to match color and paper texture, they don't have to be. Ordering letterhead and envelopes separately allows for different paper and ink options. We will gladly offer paper and ink suggestions to help you determine the best option based on end use.



## Pocket folders



Although they are not a common request, Central Printing can produce full-color, two-pocket folders with a business card slot on the inside pocket. Based on your needs and budget, we can print on the outside only; on the outside and the pockets; or on the outside, the pockets and the interior. Since pocket folders require very specific positioning, it is best to consult with Central Printing prior to creating artwork, as we may be able to provide a template for your agency design team to use.



## Custom projects



Not every project fits the traditional categories listed in this catalog. Calendars, notepads, forms, invitations and oversize posters are just a few of the custom projects Central Printing can produce for your agency. Specialization is best discussed prior to design, as this allows paper choices, recommendations, potential limitations and other details to be ironed out before the project gets too far along.

It is also important to discuss a firm deadline in the initial conversations. Working backward from a deadline will help both you and us in planning all production stages. Before work on the project begins, it's crucial to determine important milestones such as design time, proof approvals, and days on press and/or in the bindery, as well as any limitations that may alter the timeline.



## Note cards



Note cards are popular requests for internal and external use. Central Printing can produce flat cards or folded cards on uncoated card stock. Either style can be printed on one or both sides. Flat cards have the state seal printed or in foil. For folded cards, a blind emboss can be used. The blind emboss seal is not printed or foiled but rather pushed into the paper to create a raised version of the state seal from the paper.

*Foil samples and blind emboss*



*Solid gold*



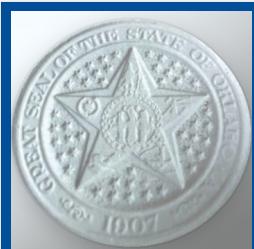
*Open gold*



*Blue field*



*Blue ring*



*Blind emboss*