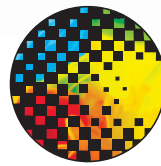


WELCOME TO



Colortech^{INC.}

Creative Solutions

On behalf of the entire Colortech Creative Solutions team, I'd like to welcome you to Colortech Creative Solutions! In short, we are thrilled to have you with us. We pride ourselves on offering our new clients and returning customers responsive, competent and excellent service. Above all, our customers are the most important part of our business. Most importantly, we work tirelessly to ensure your complete satisfaction as a partner of Colortech.

Rick Sullivan, President & CEO

Services



Promotional
Items



Large Format
Print



Full-Service
Print



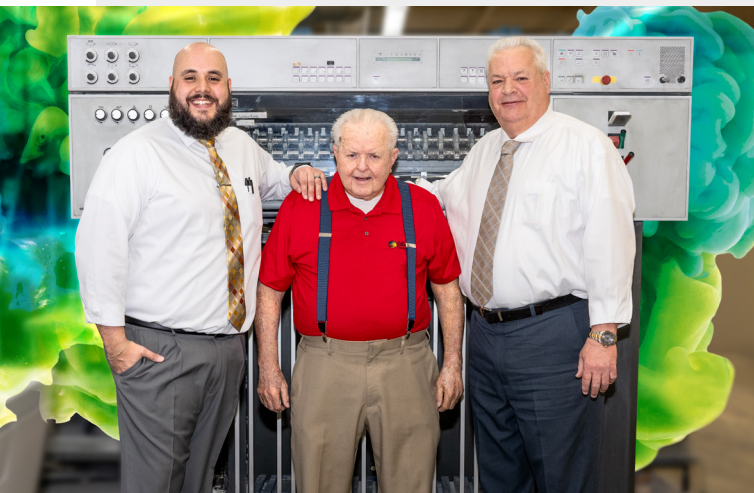
Design &
Digital Media



Mailing



Photography
& Video



Colortech is committed to collaborating with you on all your creative endeavors. Our goal is to provide you with the essential tools to complete your project efficiently and effectively. This packet offers helpful tips, valuable resources, and a comprehensive overview of the process to help you successfully launch your project.

Have questions? We can help!

Contact your sales representative or our customer service team at csr@colortechinc.com.

All files can be uploaded to our website at:
www.colortechinc.com

Process Overview - Print & Creative

By following the steps below, we can complete your job efficiently and effectively.

- 1 REQUEST QUOTE.** Before we can begin, we will need as many details on your project as possible. Some details needed are: Quantity, Size, Page Count, Stock, Due Date, Color, Shipping, Mail Lists and Binding. If you're unsure, we can also generate an estimate based on a PDF or previously printed piece. You can send your project to your sales rep, at estimating@colortechinc.com, or visit our website to request a quote.
- 2 APPROVE ESTIMATE.** After we have the details of your project, our estimator will send you a quote within 2-3 business days for in house projects. Let us know if it's a rush job, and we can expedite. You can reply to the quote email or contact your sales rep to give approval to proceed. ***ALL ESTIMATES MUST BE APPROVED PRIOR TO PRODUCTION***
- 3 START CREATIVE OR SEND FILES.** Once an estimate is approved, we will hand the project off to our design team, and they will contact you directly. If you're supplying files, please email everything, including any necessary documents or mail lists, to our customer service team at csr@colortechinc.com or through our website's File Upload portal.
- 4 PROOF & PRINT APPROVAL.** Once files are sent or design is complete, a PDF proof will be sent for approval. ***ALL PROOFS MUST BE APPROVED PRIOR TO PRODUCTION*** Some jobs also include a hard copy proof, which will be delivered to you for approval. The hard copy proof must come back to us after your approval (to color match on press).
- 5 PRINT PRODUCTION.** Your project is off to print! Digital prints typically take 3-7 business days or 7-10 business days for offset. Jobs with additional mailing, die cuts and bindery-intensive aspects may need more time.
- 6 DELIVERY & MAILING.** Once printed, your job will either go through our mailing or shipping department. We offer mailing services and carrier shipping as well as customer pickup and hand delivery. If using Colortech Mail Services...
 - 6.1 MAILING POSTAGE.** Our mailing department will check your list(s) against USPS for accuracy and send you the postage amount. **Checks should be made out to Postmaster and must be delivered to Colortech prior to mailing.**
- 7 BILLING.** Colortech often bills your jobs after delivery. We accept all major credit cards, checks and cash. Accounts payable is available Monday-Friday from 8AM to 4PM at 717-273-8107 ext. 103 or office@colortechinc.com to take credit card payments. You may also come into our office for payment or mail a check.
- 8 ARCHIVING.** Your job will be archived in our files for future prints or edits.

File Set Up

To ensure your job is printed in the most time effective manner and with no issues, we ask for working files using the requirements below. We can often work with a high-res PDF with bleed as well.

Please submit all files, fonts and images linked to your file.

- Id** To package a file in InDesign, go to File > Package (make sure your links and fonts are selected in the package options), then save your file.
- Ai** Embed all images and text in Illustrator files. Or, supply all links and fonts in a separate folder.
- Ps** Flatten all layers in final Photoshop files (keep an orig. version as well).

Files can be sent via our website under File Upload: www.colortechinc.com

We also accept files via email, Dropbox, Google Drive, Hightail, etc.
Please send or give permissions for those files to csr@colortechinc.com.

RESOLUTION. All files and links should be a minimum resolution of 300 dpi (dots per inch). If images are not 300 dpi, there could be a substantial drop in image quality.



BLEED. Please build your files with at least .125" (1/8") bleed on all sides. We will trim the bleed off the edge, resulting in your desired trim size.

Trim Zone (bleed)

A cutting tolerance of at least 1/8" bleed.

Safe Zone

All critical elements should be kept 1/8" away from the edge.

Note: Due to the cutting process, we do not suggest thin borders around edges.

- COLOR.** All color artwork and images should be supplied in **CMYK** color mode. All spot colors should be converted to CMYK unless discussed prior.

- All black/white artwork should be supplied in **GRAY SCALE**. Black type should be **100% black**, not 4 color.

Timelines

We take pride in our fast turnaround times while ensuring deadlines are met. Each project follows a customized timeline, but the general timelines outlined below can help you estimate a successful completion date.

If your project has a specific deadline, please inform us in advance; otherwise, we will follow the standard timelines listed. (All time frames refer to working days, with operations running 1-2 shifts, Monday-Friday.)

DESIGN: Smaller projects requiring only a few hours are completed within 1-3 days, while larger projects typically take 7+ days. Timelines vary based on project complexity and scheduling.

PRINTING: For in house projects, 3-7 days for digital and 7-10 days for offset. Our team will evaluate the best printing method to fit your project.

BULK MAILING: Add 1-5 days to the print time, plus additional postal delivery time, which is beyond our control. Our mailing department can assist in determining the best mailing dates to help meet your target delivery schedule.

PROMOTIONAL ITEMS: 10-14 days for smaller items. 20+ days for imported items.

SPECIALTY STOCK: Please allow an additional 3-5 days if your job requires specialty stock.

PHOTOGRAPHY & VIDEO: Please schedule at least two weeks in advance. Turnaround time for photos is typically 5-7 business days, and video varies depending on the project.

FULFILLMENT: Items are added to inventory right after printing. Pick and ship dates vary depending on dates established at the time of fulfillment setup. Typically, we pick orders 2-3x per week on average.

Shipping carrier days are not included in the times above. The due date you give us will include shipping times so that your project arrives on time.

Additional Tools + Resources

To support you in creating outstanding projects, we've curated a portfolio of work under our Resources page on our website, tailored for both new and existing clients. Additionally, we share blog posts and videos to inspire and guide you throughout your creative journey with Colortech.



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