

# PASSPORT TO PR=PR=SS

**2004 Printing Services**

ADMAC PREPRESS INC. ADVANCE LITHO ADVANCED DIGITAL GRAPHICS AGE WAVE  
COMMUNICATIONS CORPORATION AIZAWA & FURUTA AKHU INNERENTAINMENT RESEARCH  
ALPI INTERNATIONAL ALTERNATIVE MEDICINE AMERICAN ACADEMY OF  
PHYSIOLOGY AMERICAN LITHOGRAPHERS AMERICAN OVERSEAS SCHOOL OF ROMAN  
SHOWPLACEAMERICAN WEB AMY GONZALES GRAPHIC DESIGN AMY NEIMAN  
AMYX FOTO APPLE COMPUTER, INC. APS INTERNATIONAL AQUA  
ANTHROPOLOGICAL SOCIETY ASU TRAVEL GUIDE ASUC BOOKSTORE - ESHELMAN HALL  
AVANTGRAPHICS BAY CITY DESIGN BEAR BACKERS BECHTEL BEDOAR AND  
FIELD FINE ART BEHAVIORAL HEALTHCARE TOMMORROW BELDING & ASSOC.  
BENEFIT COSMETICS BERGLUND & COMPANY - THE AD HOUSE BIG YANK  
ZEMANEK PHOTOGRAPHY BINDERTEK BIO RAD / MARCO BIRKENSTOCK BIST  
BITCH BLAIR CREATIVE GROUP BLUE SHIELD BOOK LABORATORY BOUDIN  
BRAD GREENE DESIGN BRANN SAN FRANCISCO BRIAN DITTMAR GRAPHIC DESIGN  
BROOKBANK ART & DESIGN BROWN PRINTING COMPANY BRUCE MARION  
BULLET LIONGSON BUSINESS INFORMATION TECHNOLOGY C DESIGN  
CALDERA GRAPHICS CALDWELL SNYDER CALIFORNIA ACADEMY OF SCIENCES  
CALIFORNIA ALUMNI ASSOCIATION CALIFORNIA LITHOGRAPHERS CALIFORNIA STRAWBER  
COMMISSION CALIFORNIA TRANSIT PUBLICATIONS CANDICE KOLLAR DESIGN ASSOC  
CAREY BALLARD DESIGN CARTER DOW PHOTOGRAPHY CAULASTICS CENTRAL  
CHARLES BECKER STUDIO CHARLES GRAPHICS CHARLES SCHWAB  
CHEVRON CHRIS FULLER CHRISTOPHER LESTER CHRONICLE  
CITRON HALIGMAN BEDECARRE CITYSCAPE GRAPHICS CLAREMONT RUG COM  
CLAUDIA MIDDENDORF CLEAR INK CMP MEDIA COLORGRAPHICS COLORSMITH  
COMMONWEALTH COMMUNICATIONS COMMUNICATION ARTS  
COMPUTERWARE CONTRA COSTA TRANS AUTHORITY  
COOPERATIVE MEDIA GROUP CORSI AGENCY COUNCIL ON EDUCATION  
MANAGEMENT CRAFT PRESS CRAFTSMAN PRESS CREATIVE OPTICS  
CRITICAL GRAPHICS CRITIQUE CRONAN GROUP CUNNINGHAM  
DALE MILLER PRODUCTIONS DAN AUVIL DESIGN DAN MANN DANIEL FURON PHOTOGRAPHY DANIEL MCCARTHY DAVE PUTNAM STUDIO  
DAVID POSNER DAVID+RIO COFFEE AND TEAS, INC. DAVIDSON PRINTING CO DAYLIGHT IMAGING DAZZLE MULTIMEDIA DELTA GRAPHICS DELTA DENTAL DESIGN ANGLES DESIGN ILLUSTRATION DESIGN TIGNSCAPE MEDIA DIGITAL PRE-PRESS DONNA KOOLER STUDIO DOROTHY REINOLD DOUBLET MFG, INC. DRAWBRIDGE DSH ENTERPRISES DUNCAN CHANNON EARTHQUAKE ENGINEERING RESEARCH INSTITUTE EAST BAY MUD ECOLOGIC PACKAGING CORP. ELAINE DEETER EL CAMINO HOSPITAL ELECTRONIC MUSICIAN EUREKA DESIGN GROUP, INC. ERIC BRECHT DESIGN ETR ASSOCIATES EUREKARTOGRAPHY EXIT RIGHT EXPRESS ENTERPRISES FACE LIGHTS FAFCO FALCONTEMS, INC. FARALLON COMPUTING, INC. FAT CHANCE BELLY DANCE FILIPINAS FITCH FLAX ART AND DESIGN FOOTHILL COLLEGE FONTS FRAMELINE FRANKEL FRIENDSHIP PRINTING, INC. FRINGE GOLF FULL MARKETING GAP GAUGER & SILVA ASSOCIATES GEE & CHUNG DESIGN GEHRIGLY GENEVIEVE REPROGRAPHICS GEOSYSTEMS GIFTS A LA CARTE GIL & BARBARA GINCINOVA PRODUCTIONS GIRAFFE X GLAUCOMA RESEARCH FOUNDATION GLOBAL TECHNOLOGY BUSINESS GLOW GOLDEN DRAGON GOLDEN GATE EDITIONS GOLDEN GATE FIREWORKS GOLDEN GATE UNIVERSITY GRANT PRINTING GRAPHICS ETC GREENART GREENINFO NETWORK GREG DUNDIS GREGORY & FALK GROUP COMPUTERMAGAZINE GT INTERACTIVE GUIDE PUBLISHING GROUP GUMAS COMMUNICATIONS HAMBURGER MARY'S HAWAII WORLD HEARTS OF SPACE HEATHER HAWAIIAN PHOTOGRAPHY HEWITT ASSOCIATES HIMALAYA HOMEWORKS HOT OFF THE PRESS HOUSE OF BLUE JEANS I-4 DESIGN IDEAL PRINT SOLUTIONS IDG IDT IMAGE EMBLERS IMAGE CONSCIOUS IMAGE PRINTING IMAGEDIRECT IMAGEWRIGHTS INDEPENDENT MARKETING INDIAN ROCK IMAGESSETTING, INC INDUSTRIAL INFORMATIVE EDGE J & S GRAPHICS JAMES KOZLIK JASON STRAHM JAY BLAKESBERG JB GROUP JB IMAGING, INC. JEFF DAVILA PHOTOGRAPHY JIM MARKEE & PARTNERS JO LYNN TAYLOR JOE BOXER JOE CARINO / JOE RUPERTO JOE KELLY JOE LOSCALZO JOE SHERER/ LORI A. UNDERHILL JULIE TUNG DESIGN JUNG DESIGNS, INC. KAISER PERMANENTE KATHY NELSON DESIGN KAYSON KEN SHIOKARI DESIGN KENNEDY & CO. KEY CURRICULUM PRESS KING'S

# PREPRESS

## Our Mission...

*To be the best prepress and printing company for our clients by providing friendly, responsive and professional services.*

*Established 1984*

## 2004 is Our 20th Anniversary!

Dramatic changes have occurred in the prepress and printing industry over the last several years. A combination of factors have contributed to a reduction in overall consumer spending for traditional sheet-fed offset printing in the United States.

Factors include shorter make-readies for heat-set web presses utilizing “closed loop color” which is affecting the longer run sheetfed print jobs. Short-run digital printing is improving both in quality and press speeds affecting the shorter run sheetfed jobs. It is estimated that 70% of all case bound books published in the USA are now produced overseas. Many companies have abandoned print all together, opting to have their clients access books and manuals via PDF files through the Internet.

As we reinvent ourselves to cope with these changes, look out for our new services coming in 2004 including;

- ePressBooks.com - A new division for short run digital printing of books.
- VI (Variable Information) Printing-for higher response rates with direct mail pieces.
- Hexachrome w/Staccato - For the ultimate quality printing.
- Remote proofing - A cost effective solution for content proofing.

Thank you in advance for looking through our new “Passport to Prepress.” We hope to be working with you in 2004 and beyond.

# PREPRESS

## Welcome

*P*repress Assembly, Inc. is a complete state-of-the-art prepress and production print services company with facilities located in San Francisco.

We work with magazine and catalog publishers, ad agencies, art directors and designers. No job is too small nor too large.



74 Langton Street, San Francisco CA 94103  
Ph: 415.621.8970 Fax: 415.621.3105

website: [www.prepress.com](http://www.prepress.com)  
[www.epressbooks.com](http://www.epressbooks.com)

# PREPRESS

## About Our Company

**F** established in 1984, Prepress Assembly, Inc. employs highly skilled and experienced operators, utilizing state-of-the-art equipment to produce work of the highest quality.

Our production services include typesetting, layout, scanning, color separation, camera work, digital photography, electronic page assembly, file conversion, imagesetting, computer-to-plate, digital printing and binding.

Our company is continually investing in accomplished technicians and cutting edge technology to remain an industry leader in prepress and printing services.

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## Directions



**74-80 Langton Street,  
San Francisco, CA 94103  
Ph: 415.621.8970**

The San Francisco facility is located three blocks south of Market Street and one block west of Seventh Street. Parking on Folsom and Seventh Street.

## Scanning Systems

**P**repress Assembly, Inc. has three complete scanning systems to handle every job. Equipment includes the S3800, D8400 and CRII scanners.

### Heidelberg ChromaGraph 3000 Drum Scanning System

The S3800 scanner from Heidelberg helps us provide very fast turnaround of multiple scans at the highest quality level attainable in the industry.

- 1-S3800 • 1-P320 • 2-P310
- Transparencies & Reflective
- Input up to 20"x24"
- Line Art Scanning
- Robotic Workflow
- PMT (Photo Multiplier Technology)
- Volume Out 100 scans plus daily



**Heidelberg  
S3800 Scanner**

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## Heidelberg D-8400 Scanner

This state-of-the-art vertical auto changing drum scanner, provides for exceptional quality and high volume turnaround. Four drums can be loaded on the scanner at once and rotate into position automatically according to original mounting location. The Newcolor 2000 professional software for this scanner has virtually unlimited controls for color including unsharp masking, selective color, grayscale balance and detail enhancement.

- Full color gamut: LAB, RGB & CMYK
- Transparencies & Reflective
- Color Negatives
- Input up to 19.5"x24.5"
- PMT (Photo Multiplier Technology)
- Volume Out 100 scans plus daily



Heidelberg  
D-8400  
Scanner

## Creo Renaissance II Scanner

The Creo Renaissance II Copy-Dot Scanning System provides the ultimate solution for converting film to digital media. Copy dot scanning is necessary when addressing magazine work and



**Creo Renaissance II  
Copy Dot Scanner**

for advertisers that are supplying film instead of digital files. With the copy dot toolkit option, we are able to resize, descreen, convert resolutions and apply many other options when converting film to digital files.

- PMT (Photo Multiplier Technology)
- Copy Dot Scanning for film to Digital Files
- Descreening When Retouching is Necessary
- Resolution Conversion for Moiré Free Images
- Copy Dot Toolkit for File Conversion
- 12"x18" Originals for 2 Page Spreads

## Cameras

### Klimsch Super Vertical

- 20x24 Originals
- 20x24 Output
- Lithographic Films
- Copy Transparencies
- Backlight Film
- Lineshots and Halftones
- 20% to 500% sizing



**Klimsch Camera**

### Canon 10D

- Digital Photography
- 6.3 Megapixel CMOS
- 22.7x15.1 mm area
- Product Shots
- Location Shooting
- High Quality
- Fast Turnaround



**Canon 10D**

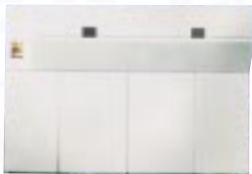
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## Digital Imagesetting

Prepress Assembly, Inc. operates two Heidelberg R3030PS film imagesetters. Most jobs come out fully imposed and ready to plate. This minimizes manual stripping and improves registration and turnaround times.

Processed through Heidelberg's time-proven Delta Technology, files are processed, ripped efficiently and accurately trapped.

Stochastic, euclidian, elliptical screens and line rulings up to 600 lpi available. We utilize the irrational screening system invented by Dr. Eng Hell, for the highest quality reproduction of images. Film sizes up to 28" x 42" available.



Heidelberg's Chromagraph  
R3030 Imagesetter

## Digital Color Proofing

To support our direct to plate technology, Prepress Assembly has several options for outputting proofs directly from the files that you provide. Since this workflow bypasses the need for film and conventional proofs, you can expect a much faster turnaround.

For the highest quality digital proofing we have the 2400 dpi Imation Digital Matchprint. Our 1800 dpi Kodak Approval provides for single and two page digital dot color proofing. For even faster turnaround, our 600 dpi color laser-writers are an option. The Roland 6-C inkjet provides large format output for imposition work and comps for packaging.

Specifications for our current digital proofing solutions are shown on the following pages.

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## Digital Kodak Matchprint 2400 Resolution

**D**igital Kodak Matchprint proofing on our Creo Trendsetter Spectrum is one of the most accurate and consistent off-press proofing systems currently available. These proofs are made on the same equipment we use to make plates and therefore use the same laser for screen angles, dot shapes and resolution. We utilize this standard for our 4-up and 8-up proofing. These proofs are also SWOP and TR001 Certified.

**Trendsetter  
Spectrum**



- 2400 Resolution
- Halftone Dots
- Up to 26x36
- Stochastic Screening
- PMS Color Combiner
- Square Spot

## Kodak Approval 1800 Resolution



The Kodak Approval Digital Color Imager, is a well-known and accepted off-press

proofing industry standard. It provides for high-end digital halftone color proofing. The equipment produces 2-up proofs and images can be laminated to the same paper-stock being used for the job.

- 1800 Resolution
- Halftone Dots
- Up to 12x18

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## Docucolor 12 600 Resolution

The Xerox Docucolor 12 laser printer provides excellent color reproductions for our midrange color proofing. With 600 resolution available, we can produce 4-color composites, short run color work and output can be used even as final color proofs for a number of non-critical color jobs. This equipment duplexes pages automatically and can make comps up to 11"x17".



- 600 Resolution
- Toner Spots
- Up to 11x17
- Kodak Imation Rip
- Swop Certified
- Variable Data

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## Roland 6/C Inkjet 1440 Resolution



**F**or fast turnaround of 16 and 32 page signature proofs, we use the Roland proofer which prints sizes up to 50x80 inches. With the 6 color (HiFi) option, the Roland also produces beautiful fine art reproductions at 1440 resolution.

## Digital Platesetting

With our Creo Trendsetter Spectrum, you can now use your favorite printer and still have the advantage of the latest digital direct to plate technology. This equipment helps provide faster turnaround, precision registration and sharper dots for the finest in color reproduction.

### Creo Trendsetter Spectrum

- Semi-Automatic Plate Exposure
- Handles all plates sizes from GTO to 40" Heidelberg
- Exposes up to 18 plates per hour
- 2400 Resolution
- Thermal Square Spot
- Stoccatto 10 & 20 Micron



*See page 47 for a list of our CTP Certified Printers.*

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## Short Run Digital Press

**F**or short run printing, we utilize the new DC6060 Digital Press. This equipment is great for short run printing books, catalogs and direct mail pieces. In fact this book you are reading was printed on our new Digital Press, and then bound on our Bourg perfect binder. Other finishing equipment includes, a booklet maker, scoring machine, wire-o and spiral binding, cutter and shrinkwrap machine.



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## PRODUCTS

- Short Run Books
- Catalogs
- Magazines
- Brochures
- Postcards
- Business Cards
- Menus
- Prototypes
- Flyers
- Direct Mailers

## SERVICES

- 4/c Short Run Printing
- VI Variable Information
- Perfect Binding
- Saddle Stitching
- Twin Wire-O Binding
- Spiral Binding
- Scoring
- Cutting
- Folding
- Shrink Wrapping



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## Workstations



We utilize over twenty workstations which are customized for optimal comfort and ease of use for our operators. For critical color viewing, operators have access to a personal color viewing booth at his or her station. The color viewing equipment allows our operators to effectively correct color critical images.

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## Production Applications

Below is a list of the main applications and plug-ins that we use for production. If you need assistance with any of these applications, please give us a call. Prepress Assembly is an authorized service provider for Adobe and Quark products.

- Adobe Acrobat
- Enfocus Pitstop
- PDF Seps2Comp
- PDF Pagelet
- PDF WebPerfect
- Adobe Illustrator
- Adobe InDesign
- Adobe Pagemaker
- Adobe Photoshop
- Macromedia FreeHand
- Microsoft Office 2000
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Prinergy Workshop
- Creo Virtual Proofing
- TrapViewer/TrapEditor
- QuarkXpress
- JMVT
- ScenicSoft Preps

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## Prinergy Workflow

The Creo Prinergy solution is the last word in state-of-the-art prepress workflows.

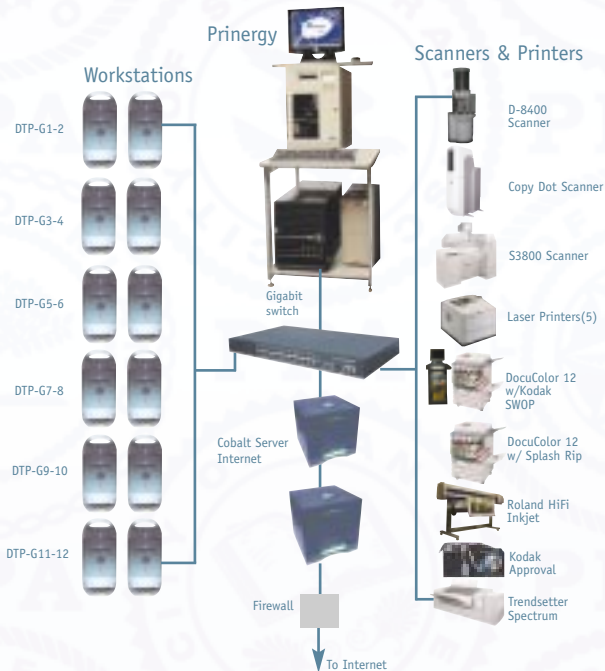
This PDF based technology allows transfer of files to remote proofing and plating devices via the Internet.

Sitting on top of an Oracle database, all jobs are tracked at every stage from refining to proofing and plating.

The VPS (Virtual Proof System) is an excellent first check prior to outputting proofs and plates.

By using configurable Prinergy Process Plans, our technicians are able to access all output devices through the Prinergy Server. Archiving is done with our new “near line” AIT Tape Solution from Sony. Up to 2.2 Terabytes are available due to this technology. See our Prinergy workflow schematic on the following page.

## Prinergy Server and Workflow Configuration For San Francisco



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## Production Services

### Customer Service

Communication is essential. At Prepress Assembly, we have gained the trust of many publishers, art directors and designers. Our customers have come to expect the highest quality and service from our facility. We invest in the newest technology in order to make innovations in printing accessible for our clients. Our staff is experienced from start to finish with any project you may have in mind. If you have any questions or concerns regarding direct to plate technology, or any of the many services we offer, please feel free to contact us. We are happy to answer any questions you may have about the newest trends in printing.

### Preflighting Files

The preflight process is the first of many steps to ensure a successful project. Our technicians are well versed in today's standard applications. We can guarantee your job will benefit from our process of thoroughly examining your digital

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files and making sure you are satisfied with the final product. Here is a short check list of items we look for when preflighting your files:

- ✓ incomplete or missing digital files
- ✓ improper or inadequate trapping
- ✓ bleed proportions
- ✓ incorrect page size
- ✓ nonstandard print color breakdown
- ✓ extraneous elements
- ✓ improper sizing of photos
- ✓ font issues

As your service provider, it is our job to look for conflicts and adjust your files to make certain your job runs smoothly. Let our experts help with your next project.

## 4-Color Scanning

The combination of our state-of-the-art laser drum scanners with our highly skilled technicians give us the ability to produce some of the best color reproduction in the industry.

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We utilize LAB, RGB and CMYK workflows depending on our customer's needs. 16-bit LAB or RGB scanning allows repurposing of images for recording to photographic film, placing on the Internet or even 6-color Hexachrome posters.

## Copy-Dot Scanning

In order to bridge the gap between a complete computer to plate workflow and clients still furnishing film ads, Prepress offers copy dot scanning service. Your film ads are scanned and saved into a separated copy-dot file. Your scanned files are now in a digital format and can be imaged directly onto printing plates. The descreening function also enables us to edit and repurpose images. Call us to see how this may help with your special project.

## Color Retouching/Image Construction

Prepress Assembly specializes in color retouching and image construction. Open communication with our clients have yielded beautiful printed

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results. Technical expertise in the discipline of color management is our key. But nothing is as important in this endeavor as color communication between the client and our knowledgeable color experts. We make sure to understand your specifications as it pertains to your printing needs.

Image construction encompasses a wide range of techniques our expert operators have learned over the years. Whether combining images, creating special effects or creating masks for retouching, we do it all.

## Digital Photography

Our digital photography service is great for product photography. We work in our studio or on location with our customers.

Digital photography bypasses the scanning process and clients can benefit from faster turnaround times using this workflow. In

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combination with our color management system, the results are excellent and the savings substantial.

## Color Communication

One of the most critical aspects of working with color is the communication between us and our clients. Personally going over contract digital matchprint proofs with the client prior to any color work has proven to be the best solution. Color is subjective. The dialog used to discuss color can sometimes have several connotations, which if misinterpreted can lead to unexpected results.

## Color Management

Recently, our industry has seen a lot of research and development to simplify, streamline and provide more color control for color management. These new procedures have become more complex than the traditional

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methods. Our advice is to consult with an experienced color house such as Prepress Assembly when setting up color controls for your specific environment.

## **Digital Dot Color Proofing (DDCP)**

Digitally printed halftone dot proofs are the closest simulation of the final printed piece available. Our Kodak Digital Matchprint proofs are TR001/SWOP compliant and are used as a tool for quality control and a guide to your final output. At Prepress Assembly we have replaced the conventional workflow with a digital color proof directly generated by your electronic files. With Color Combiner, we are able to simulate PMS colors using 20 Micron stochastic dots. Simulated PMS colors on the DDCP proof appear as PMS spot colors to the naked eye, setting them apart from conventional screening.

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DDCP proofs have precise registration and virtually flawless reproduction. Issues of trapping, moiré and color accuracies on press can all be verified using these DDCP proofs.

## Computer-To-Plate Imaging

The computer-to-plate technology bypasses the process of traditional stripping and film output. This workflow requires substantial investment in digital plate imaging equipment. The typical CTP system includes computer stations, applicable software, a digital proofing device, a raster image processor (RIP), a plate imaging device, and a platesetter processor. The printed quality is vastly improved due to the plates directly imaged in this process. Images output from film are considered second generation images, where images created through the direct to plate process are equal to first generation and therefore have more clarity and higher quality. With this workflow preflighting and

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proper file management are essential to a trouble free job.

With our computer-to-plate setting equipment, we provide our customers with the advantages of a modern digital workflow. Bay Area printers without CTP in-house, now have the option of a computer-to-plate workflow. These printers have been certified by our company to run digital plates from our Creo Trendsetter Platesetting equipment.

Go to [www.prepress.com](http://www.prepress.com) for the most updated names and addresses of printers that are CTP Certified.

With our printing services, we can manage your entire printing project. We coordinate all aspects including the delivery of plates and paper stock to the printer, bindery work, warehousing and delivery of the final printed pieces.

## Digital PDF Workflow

In 1994 Adobe developed the PDF file format that preserves fonts, formatting colors, images and graphics into one file. These files are compact and accessible with the use of Acrobat Reader. Postscript files can be processed through the Acrobat Distiller to create PDF files. Our digital workflow utilizes this PDF format. We utilize an industrial strength version of the digital PDF workflow called Prinergy, which was jointly developed by Creo and Heidelberg. The PDF composite workflow includes the following process:

- Embedding fonts and graphics
- Color management, especially spot colors
- Easily search and edit files with the use of PDF editing software
- Efficient file transmission (compressed PDFs)
- Trapping (Overlapping of colors)
- Optimization (discarding unused file info)

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## Stochastic Proofing and Plating

Traditionally printers reproduce images with halftone screening. Images are converted into small dots which are arranged in a grid pattern. Color and grayscale images are adjusted by changing the size of the dot within the grid. From a distance, the dots in the grid pattern simulate a continuous tone. This process is called Amplitude Modulated (AM) screening. But detail is sacrificed with this form of reproduction. As a by-product of the process, unexpected artifacts may occur such as a moiré pattern. In order to eliminate this Prepress Assembly offers Stochastic screening. Frequency Modulation (FM) as it is also known, was developed to simulate tones and color. In FM screening, the dots keep their size and the number of dots in a given area are varied. Rather than placing the dots in a grid

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pattern, the dots are randomly placed avoiding all the unwanted problems created using the AM screening method.

## HiFi 6C Proofing and Printing

In order to produce color images on paper, printers use CMYK inks (cyan, magenta, yellow & black). Unfortunately, these inks cannot reproduce the full color space as seen in RGB images (ie: transparencies). The Pantone Company has provided a method called Hexachrome to produce a wider color space than 4-color CMYK, using 6-color CMYKOG, the last two colors being orange and green. When producing Hexachrome color we scan images using the LAB or RGB color space and then convert the images to Hexachrome using a plug-in for Photoshop provided by Pantone. We can proof the final results using a simulated Digital Matchprint.

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## Art Reproductions

Fine art reproduction prints are produced on our Roland six-color printer. We use a 1440 random dot, CMYKcLm pigmented inks (archival quality), on 100% rag archival quality paper. Edges of the print may be hand torn for a beautiful deckle edge finish. Each print is made with these exacting standards and in effect becomes a masterpiece of its own, which can be signed and numbered by the artist. Artists may order prints only as needed, since we archive the digital masters.

## Short Run Digital Printing Services and ePressBooks

With the DC6060 digital press, Prepress Assembly is now equipped to print short run projects directly in house. Jobs include business cards, postcards, brochures and direct mail pieces. We also recently started another division of our company called ePressBooks.

Currently we can print short run books anywhere from 5 to 500 copies. The number of pages

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can vary from 8 to over 300 and depending on the paper thickness, can be saddle-stitched, wire-o bound or perfect bound. Our Digital Press produces beautiful saturated colors and in many cases equal to or better than conventional offset printing. Editorial, proof-reading, production and design services are also available. We produce a vast array of products including memory books, art and photography books, cookbooks, poetry books, manuals and prototypes. Show us your creation and let us help you bring it to market. Be sure to visit our new web site “[www.epress-books.com](http://www.epress-books.com)” for the latest updated information.

## Medium Run Printing Services

If your job is a few thousand copies or more and you would like our assistance, we can produce your entire project from prepress to print to bindery. We coordinate every stage

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outsourcing the printing, binding and mailing. Most of these jobs are produced locally.

## Long Run Printing Services

For years we have had the opportunity to work with printers throughout the United States due to our experience producing magazines and catalogs. We can assist you when selecting the best web printer for your next project. Our services include consulting, obtaining quotes and going on press checks.

## Overseas Printing

For case bound books, packaging and other products quite often the cost savings to print overseas is undeniable. Prepress now has established relationships with several printers in Southern China. The printing quality in China is world class. Many facilities are ISO Certified and receive excellence in printing awards. Call us for more information about printing overseas.

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## VI (Variable Information) Printing

One of the fastest areas of growth in printing is VI or variable information. With our new Digital Press, we now have the ability to switch out text, photos, illustrations, charts, graphs and even colors.

Our VI software works as a plug-in for QuarkXpress. The key to a successful VI job is careful planning and a good database. Direct Mail Marketing companies are seeing response rates as high as 16% as opposed to 2% to 3% from mass mailings.

Our customers are also seeing a much faster turnaround, since addresses are printed at the same time as their direct mail piece.

Call us for more information about VI printing and our database services.

## Color Quality Controls

Prepress uses a number of electronic tools for color controls. Along with color profiling, we

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have equipment available to read and measure printed color images. These devices include densitometers, spectrophotometers and dot readers. Our digital dot matchprint proofer is calibrated to the industry standard TR001/SWOP specifications. Other devices are then calibrated to match the DDCP. This assures color integrity through out our facility.

## File Conversion

Prepress is equipped to handle most any file format. We have access to a wide variety of applications since we do production work for so many different clients. Many printing facilities require files in CTP compliant PDF/X-1A or DCS II in order to process your files. We can convert your files to “industrial strength” PDF files from PostScript or to DCS II files fom PDF files.

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## FTP Services

Once your digital files have been preflighted and signed off, you may require these files to be transmitted to a printing facility outside of the local area. Prepress offers FTP services for that purpose also. Access to FTP services can offset costly fees incurred from courier services. We also offer password protected directories for clients requesting a secure site to transmit files. It only takes a few minutes to set up a dedicated FTP site for your project. Just upload your files using a file transfer program such as Fetch and we can begin work immediately.

## Archiving

All customers have access to jobs previously run due to our extensive archiving services. Once a project has been completed and shipped, Prepress Assembly makes certain you can retrieve

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any file you have given us at any time for future use.

This service can be a lifesaver if you need to reprint jobs and have lost or misplaced your own archives. If you are interested in finding out more details please give us a call and we can provide you with more information.

## Digital Asset Management

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# PREPRESS

Thank you for taking the time to read through our brochure. Call or email if we can help you with your next project!

Design and Production: Charles Cunningham  
Jennie Luu  
Christy Medellin  
Printed in-house on a DC6060 Digital Press  
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## Useful Contact Information

For more information about prepress and industry standards, please refer to our website, [www.prepress.com](http://www.prepress.com) and [www.epressbooks.com](http://www.epressbooks.com) as well as the following links for associates in our industry.

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