



Our reference-based approach to developing your communications...puts you in the director's chair.

PRINTING SERVICES RESOURCE

WHY PURCHASE YOUR PRINTING FROM CATALYST FAITHWORK'S PRINT MANAGEMENT DEPARTMENT?

Understanding what happens at the printing stage is necessary if you want trouble-free press runs. The construction of your layouts (from a Mac or PC) "start with that end in mind." Many printers will offer to handle the layout for you, but design/communication excellence is sacrificed because it is NOT their specialty!. Catalyst Faithwork's print management department, Catalyst Print Communications, leaves the design to the designers, but works closely with them to give you a "one-stop shop." Together with our designers, we will seamlessly handle print related tasks and leverage our volume printing to deliver consistent, high-end printing at a value price. When facing critical deadlines in a campaign... you WILL get what you pay for. Churches are turning to CPC for their printing for the following benefits...



Up-Front Resources and Consultation Benefits

- **Resources** ...that give you a head start on critical decision-making issues:
 - *Printed Samples* ...from other campaigns can be sent by your Catalyst Faithworks designer
 - *Sample Pictures (w/sizes)* ...of our A La Carte Items & 179 Themed (Base) Designs in print, web & download
- **Free Consultation** ...that walks you through the above listed resources so you will know what to expect
- **Free Estimates** ...that give you complete details of each printed item – all inclusive, including ground delivery

Confirmations and Constant Communication Benefits

- **Specification & Process Confirmation** ...we walk you through the paper color and weight options on each communication item and let you know what to expect with regards to proofing and printing processes to come.
- **Consistent Communication** ...that keeps you informed throughout the entire process
- **Consultant Accountability Assurance** ...that informs him/her of our process and progress with your church (via e-mail)

One-Stop-Shop Service Benefits

- **Convenience and Peace of Mind** ...that frees you up to focus on other communications. We specialize in printing
- **Quality Assurance** ...that relieves you of having to understand and solve complicated, technical issues
- **Consistency of Printed Pieces** ...that helps you "display excellence" in all of your communications
- **Dependability** ...that guarantees you meet all your deadlines because we meet our promised delivery schedules

**Contact us for pricing once you have determined your items and quantities.
Our consultations and estimates are free.**

The Catalyst Faithwork's Print Management Department:

Catalyst Print Communications

deborah@catalystad.com

(c) 678.386.4447



Our reference-based approach to developing your communications...puts you in the director's chair.

PRINTING SERVICES RESOURCE

OUR PRINTING PROCESS

IMPORTANT NOTE

The entire production process, including delivery, should take between 7-24 days.

- **Catalyst Print Communications (CPC) receives the request for the printing of your campaign communication item.**
- **You'll receive your estimate from Catalyst Print Communications (CPC).**
- **You fax the signed estimate to engage with Catalyst Print Communications.**
- **CPC addresses any paper related issues.**
*We will discuss weight preferences/requirements for any imprint-able materials.
We will also discuss paper color choices .*
- **CPC sends you our Print Information Document**
This document explains much about our printing processes, paper options and general print information.
- **After you sign off on the design of your communication item, the designer sends the print ready file to our print production facility.**
- **CPC contacts you to alert you (via e-mail or phone) that a proof will be overnighted to you for approval.**
CPC confirms delivery address and contact person for the proofs at that time.
- **Upon receipt of the proof, you will need to review the proof and get approval back to CPC within 24 hours.**
Remember, this is your last opportunity to catch and correct mistakes. While it is not ideal to make corrections at this stage, since it will cost you more money, it is better to catch and correct it here than to have hundreds or thousands of incorrect materials.
 - If your proof is a duplicate, simply sign the proof approval form and fax it back. The type of proof is indicated on the proof approval form.
 - If your proof is the original, we will need to have it returned in order to be able to proceed with your print order. We use these materials for color matching on press and in the bindery for folds, trims, etc. The type of proof is indicated on the proof approval form.
- **Upon receipt of your faxed approval form or the returned proofs, CPC will put your communication item back into the production process.**
There is no delay upon receipt of the proofs. If for any reason you decide to make a change after you have given approval, additional charges will likely apply.
 - Even if your job is not printing the very next day, it is quite likely that printing plates have been processed at this point, in prep for going on press. Therefore, you would be liable for any materials or work performed from the receipt of approval.
- **CPC will e-mail you to let you know that your materials have shipped and to confirm expected arrival date of communication item.**



Our reference-based approach to developing your communications...puts you in the director's chair.

PRINTING SERVICES RESOURCE

PRINTING INFORMATION

Printing Processes and General Printing Information

We offer two printing processes

- *Offset Printing* - which is done on an offset printing press using ink.
- *Digital Printing* - which is done on a digital press using toner.
The Digital printing process is not appropriate for imprinting applications, such as shell items or letterhead.

General Printing Information

- A Pantone color built out of four color process inks will most often not be an exact match to the actual Pantone ink (used for 1 or 2 color printing).
- An item printed using the Offset Printing process will be a close match but not an exact match to an item printed using the Digital Printing process.
- We do everything in our power (press checks and quality control) to assure the closest color matching possible between all communication item items for your campaign.

Paper Options and General Paper Information

Offset Printed Jobs - White and cream are our standard paper color options.

We offer paper in both a coated and uncoated sheet.
Another paper color can be chosen, however, it will likely result in an additional charge.

General Paper Information:

- Uncoated Paper- Letterhead, #10 Envelopes, Newsletter Shells and any other items that will need to be imprinted later will be printed on uncoated paper. You may also want to consider printing any other 2 color items on uncoated paper as well for consistency of look between 2 color pieces. Due to the nature of uncoated paper, it is very absorbent. This produces a softer, more muted look.
- Coated Paper- For best color reproduction of photos, we recommend using coated paper for 4 color items. However, you may choose either option as you see fit. We will discuss any pros and cons with you as we go through the options for each item.
- Our paper options are available in a variety of weights. The weight of the paper for each item is listed on your estimate.
- For the shell items, the weight of the paper that is used will be based on what is feed-able for your imprinting equipment.
- Because ink is transparent, any color of paper other than white will impact the final shade of the color.

Proofs (Types and Processes required for each)

- For 4 Color Process jobs printed using the offset printing process, you will receive a digital blueline and a digital matchprint. The digital blueline should be reviewed for folding, trim and cropping. The digital matchprint is to be used for reviewing color accuracy. These proofs must be returned to us before we can complete production on your jobs. The digital matchprint is used for color matching on press and the digital blueline is used in the bindery. Failure to return these proofs in the required time frame may negatively impact your delivery date.
- For 1 or 2 Spot Pantone Color jobs, which are always offset print, you will receive a digital blueline. Most often these are duplicate proofs and we will not need them returned, as we have a copy on hand here. All we need is a signed proof approval form faxed back and we can go to press. Failure to send this approval form in the required time frame may negatively impact your delivery date.
- For 4 Color digitally printed jobs a "one-off" proof will be supplied. This proof represents exactly what your job will look like. This is a duplicate proof and we will not need it returned, as we have a copy on hand here. All we need is a signed proof approval form faxed back and we can go to press. Failure to send this approval form in the required time frame may negatively impact your delivery date.

Shipping

- Every effort is made to ship your materials in the most cost effective manner possible, keeping the required delivery date in mind. Shipping is not included in our estimates and will be an additional charge.

Specialty & Premium Items

- Premiums are items like magnets, magnetic dry erase boards, ink pens, cups, key tags, etc.
- We do everything in our power to deliver the exact quantity you ordered on premium items, however, due to the custom manufacturing process (typically screen printing) required for these types of items, they are subject to over-runs (more than the quantity) and under-runs (less than the quantity ordered). Your final price for premium items will be determined by the total number of items delivered. This price will be calculated based on the per unit price.
- Banners are printed in 4 color process, digitally on a vinyl medium.
- CDs & DVDs are printed 4 color process, digitally and are spindle packed for shipping.

Invoicing & Payment

- We will bill each item as it is produced. This allows for the easiest reconciliation for both the church and Catalyst Print because of the addition of shipping charges, overs or unders on premium items and charges for alterations made at the proof stage.
- Invoices will be e-mailed to you after the communications item has shipped.
- Our terms are 1/2 deposit up-front. Net 15 days on balance. If your payments are not made promptly, late charges will apply.