



Overnight Lite



July 2003

Vol. 14, No. 7

More effective communication...

Guidelines to Help You Get Your Quotes Faster

In our June *Overnight Lite* issue, we outlined the expansion of our production department and new procedures to provide you with faster quotes.

We also introduced you to our production coordinator team that makes sure you receive fast, courteous service and technical support.

Now, we would like to discuss how you can help us make the quoting process even more effective.

Give Us All the Facts

Missing and/or incomplete information is the single biggest problem Copresco faces in delivering prompt, accurate estimates.

In a phone conversation, we can make sure that we have all the facts. Faxes and e-mail messages are efficient ways to communicate if you don't leave out important information. Please make sure that you furnish complete job specs!

We need to know:

Format Furnished. Is it Mac or Windows? Or, are you providing hard copy for scanning?

Software Program. Are you using FrameMaker? Word? Illustrator? PageMaker? InDesign? Or are you providing PDF or Postscript?

There's quite a difference in outputting a Quark and a PowerPoint file. The software version number is also helpful.

Paper Stock. Paper has a big impact on your job's cost and appearance. If the stock doesn't matter, please let us know.

Quantity. Believe it or not, quantity is often left out of e-mail inquiries!

Color. Is the job color, or black & white, or both?

If you're mixing the two, let us know the collating order. Are all the color sheets together, or are they scattered throughout the book?

Number of Pages. Every sheet of paper has two pages. 50 sheets = 100

pages. Does your job require 100 sheets or 100 pages? Please clarify.

Finished Size. Copresco runs more than just 8 1/2" x 11" documents. We need the final trim size of your publication, book or manual.

Bleeds. If you don't mention any, we'll quote without them. This could result in an unfortunate surprise when the job comes into our shop.

Other Details

Provide the name of your project so we can identify it in the future. Also, please give us the name of the contact person along with cell, direct phone and fax numbers.

Give Us the Big Picture

Will you be using someone other than Copresco to bind the job? If so, you'll need to include the percentage of spoilage the supplier anticipates in the binding process.

Are you asking us to insert colored slipsheets so you can add tabs? We can probably insert the tabs for practically the same price!

What Are Your Goals?

Are you trying to save money? Or improve quality? Let us know what direction to go and we'll help you achieve your objectives.

How fast do you need the estimate? Should we "bang it out" or take some extra time to give you alternatives?

Our production coordinators can often make suggestions to save you money or improve the overall effectiveness of your job.

When will the job be ready? How quickly will you need final delivery?

For example, your cost would be affected if paper mills are increasing their prices next week.

Don't Forget to Call

By getting all the facts, we can eliminate time-consuming follow-up

calls and speed up the estimating process.

So when you need help with a digital on-demand job, call the company that has all the technical tools and skills to meet your particular needs. Call Copresco.

Seven Habits for Success

A properly prepared print file will save you money.

TechTopics No. 13 describes our "Seven Habits for Highly Successful Documents." The technical bulletin provides important guidelines for your documents preparation.

You will find seven basic rules to ensure that your job runs smoothly. The bulletin will be helpful to anyone involved in document creation and production who wants to save time, money and aggravation.

For a free *TechTopics* subscription, complete the form on our website, or e-mail techtopics@copresco.com.

Five Years on Top

For the fifth consecutive year, Copresco has been recognized as one of the Top 100 Printers in North America by *Quick Printing* magazine.

Copresco ranked eighth in the sales per employee leaders category. This excellent productivity rating is a major factor in our competitive pricing.

Independence Day

Copresco will be closed Friday, July 4th for Independence Day.

Have a great summer weekend.

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Address Correction Requested



The Russians have proof of Iraq weapons of mass destruction. Russia still has the receipts.

~ ~
Democracy: when it's your vote that counts.
Feudalism: when it's your count that votes.

~ ~
A woman, fed up with her husband's snoring, called her doctor for advice.

"Well, there is one operation I can perform that will cure your husband, but it's expensive. It costs \$1000 down, and payments of \$650 for 24 months."

"My goodness!" the woman exclaimed. "It sounds like leasing a new sports car!"

"Hmmm," the doctor frowned. "A little too obvious, huh?"

~ ~
I'm getting old. Yesterday someone complimented me on my alligator shoes—and I was wearing sandals.

~ ~
A man approached a very attractive woman in a grocery store and said, "I've lost my wife here in the store. Will you talk to me for a couple of minutes?"

"Why?" she asked.

"Because," he said, "every time I talk to a beautiful woman, my wife appears out of nowhere."

A woman was relating to her friends how, on his deathbed, her husband had given her three envelopes. On the first was written "For the Casket." Inside was \$5,000, with which she bought a very nice casket.

On the second envelope was written "For the Expenses," and it contained \$4,000 with which she paid all the bills from her husband's funeral.

The third envelope said "For the Stone," and had \$3,000 in it. She then waved



her hand out in front of her friends and said, "Isn't it beautiful?"

~ ~
Most of us go to our grave with our music still inside of us.

~ ~
You know the world has changed when France is accusing the U.S. of being arrogant, and Germany doesn't want to go to war.

A man, driving on a narrow, winding mountain road met a car going the other



way. As it squeezed by him, a woman yelled out the window, "PIG!"

The startled man immediately leaned out his own window and yelled back at her, "WITCH!"

Before he turned back around, *pow!* He crashed into a pig.

~ ~
"Grandpa," a teenager asked, "how did you make your money?"

"Well, my boy, it was 1932, the depths of the Great Depression," the wealthy old man explained. "I was down to my last nickel, and I invested that nickel in an apple. I spent all day polishing that apple and I sold it for ten cents. The next morning I invested those ten cents in two apples. I continued that way for a month until my wife's father died and left us two million dollars."

Q: What do you call a chicken crossing the road?
A: Poultry in motion.

~ ~
I can tell I'm getting old. I had a party last night, and my neighbors didn't know.

~ ~
People are like crayons: some are sharp, some are pretty,



some are dull, some are fresh, some worn, some have weird names. But if they weren't all different, the box would be useless.

~ ~
For the first time in many years, a man drove into the city to see a movie. He stopped at the concession stand to purchase some popcorn. "The last time I came to the movie," he huffed, "popcorn was only 15 cents." "Well then, sir, you're really going to enjoy yourself," the cashier replied with a smile. "We have sound now."