



Overnight Lite



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A Copresco warning for print buyers...

Watch Out for Unsolicited Paper Substitution

Copresco recently heard about a print buyer who solicited bids for 3,000 copies of a 600-page case bound book and was startled by what he found out. The estimates ranged from a low bid of \$12,500 to the highest bid of \$22,500.

Q. How could there be such a wide disparity between the prices?

A. There are several possibilities: the difference between offset and digital printing, the bindery used or the delivery deadline. However, we learned that the most basic commodity of printing caused this discrepancy: paper. More specifically, paper substitution turned out to be the real culprit.

What Happened?

The print buyer specified a particular brand of premium uncoated book paper with high opacity, brightness, whiteness and PPI (thickness) ratings.

Lower Quality Paper

The low bidder of \$12,500 ignored the furnished specifications and had instead substituted a house paper of lower quality. When asked to rebid the job properly on the premium sheet, the price jumped up by \$9,000 to \$21,500, which was in the ballpark with other estimates.

Moral of the Story

Paper has a huge impact in graphic communication. It directly affects the look, feel and content of the message you're communicating. When imaged on the right sheet, text and graphics command the reader's attention. So, make sure that you get the sheet you specify, without any substitutions.

Caveat Emptor

Let the buyer beware! The above example would have been a disaster if the estimate had been accepted and the book printed on the wrong paper.

Bad News

Substitution of an inferior paper stock by an unscrupulous printer will lead to severe disappointment with the results and long delays while the project is in dispute.

This is especially a problem when using a print provider for the first time. If the print vendor is an "online" provider or an "off-shore" (such as based in China) the likelihood of paper substitution is even greater.

Problem Areas

Beyond the obvious reduction in the quality of the finished product, here are two areas in which paper substitution will have unintended consequences.

1. Spine Width. If a wraparound cover or case (as are used for hard or soft cover books) has been designed and ordered with a particular page count and paper thickness in mind, it won't work on substituted paper!

PPI Critical

That is why PPI (pages per inch) is a crucial calculation.

Here's another word of warning: Substituting equivalent weights of paper does NOT guarantee matching PPI. Equal weight rarely means equal thickness, and this problem worsens as the number of pages increases.

Another Switch to Watch

2. Matching versions. For various reasons, multiple print vendors may be used for a particular book.

For example, Copresco often digitally prints short runs of foreign-language books while the corresponding English version is printed by a conventional offset book printer.

If the other printer pulls a paper switch, the different versions won't match.

Copresco Can Help

Copresco offers you a wide range of papers in various weights, finishes and colors to make your documents look their best.

Our staff works closely with customers to recommend stocks that are best suited to your specific job requirements. If you don't have a preference, we'll get you the right sheet for your job.

We encourage you to take advantage of our extensive knowledge of paper. We'll be happy to show you swatches or make up a sample of your job.

Just give us a call.

Remember When...

Our 25th anniversary recollections take us to May 1999, when we made a huge move into Copresco's new plant.

The 14,000 sq. ft. building in Carol Steam houses our digital printing and finishing equipment, warehousing and shipping facilities, and offices.

Increased Customer Service

The move allowed us to expand our services to clients in business, governmental, printing trade, professional, technical and institutional fields.

We also upgraded our computer and telephone systems to ensure Y2K compliance. (Remember all the fuss and excitement about that revelation?)

Independence Day

Copresco's staff will be on hand Tuesday, July 3, and Thursday, July 5 to handle all of your digital printing needs.

We will be closed Wednesday, July 4 for the 236th celebration of our nation's independence.

<http://www.copresco.com>

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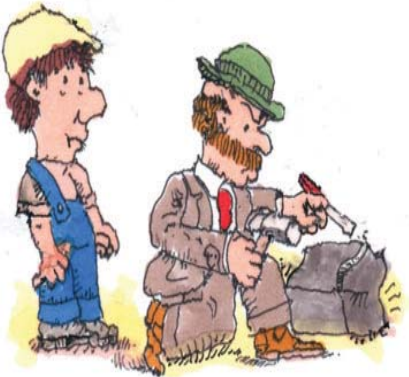
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Address Correction Requested



A country doctor making a house call politely instructed the sick woman's husband to wait outside the bedroom while he examined her. A few minutes later he came out and asked, "Could I borrow a pair of pliers?" The husband found him a pair, and the doctor went back to the bedroom. Five minutes later he reappeared. "Do you have a screwdriver I could use?" The perplexed husband got



one, and without a word, the doctor returned to the bedroom. When the doctor reappeared, this time asking for a hammer, the worried man stammered, "Doctor, what on earth is the matter with my wife?" "Don't know yet," the doctor replied. "I can't get my bag open."

★ ☆ ★

A cranky golfer, far into the rough, barked at his caddy, "Quit looking at your watch! I hired you by the round, not by the hour." "It's not a watch, sir," the caddy replied. "It's a compass."

★ ☆ ★

A company in Rochester, New York, put up a suggestion board announcing a \$100 reward for any idea that would save the company money. The first winner: an employee who suggested cutting the award to \$50.

Enjoying a Sunday at the zoo, a man noticed that after viewing the storks, his young daughter seemed sad. "What's the matter?" he asked her. "Gee, Dad," she whimpered, "he didn't even recognize me."

★ ☆ ★

Science recently determined that the two most common elements in the universe are hydrogen and stupidity.

★ ☆ ★

"Help me, Doctor," the troubled man said, "I can't stop thinking I'm a goat." "So how long have you felt this way?" the psychiatrist asked. The man replied, "ever since I was a kid."

★ ☆ ★

A young man was busily cleaning out his grandfather's dusty old attic when he came upon an old oil lamp. As he rubbed the dust off of it, a cloud of



smoke burst out, and a genie appeared, loudly proclaiming that he would grant the man one wish. The astonished man shook his head in surprise and said, "Well, I'll be a monkey's uncle!"

Twin orphans were fortunate to be adopted as babies; one by an Arab couple who named him Amal, the other boy by a Hispanic family who named him Juan. On his 16th birthday Juan's parents had a portrait taken. "He is so handsome," his mother sighed. "I know he had a twin—I wish we could have a picture of him as well." "They were identical, dear," her husband responded in comfort. "If you've seen Juan, you've seen Amal."

★ ☆ ★

I am reminded of how my mother kept a big playpen in the living room for when my brothers and I got out of hand. Then after we settled down, she'd climb out.

★ ☆ ★

"Having a child is to decide forever to have your heart go walking around outside your body."—Elizabeth Stone

★ ☆ ★

Failure: the path of least persistence.



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