

PG Proofing

Making It Look Good!

The proofing process can be overlooked very easily, but it is one of the most important parts of selling printing! Please review the guide below very carefully as it will help eliminate costly mistakes and make your company a more professional organization.

Here are the basic steps:



Make sure all the information collected from the client is accurate. Nail them down the best you can to a layout. You can even have the client sign the design form for accuracy. Send the design form and directions to the designer for the design to be electronically prepared.



Receive the design from the designer. Proof the design well for spelling errors and directions not followed. Send changes back to the designer if necessary. Once the design is approved by you show the design to the client. You can use the following methods:

OK

1. Send an email with the electronic file attached and have the client sign off on it. Use this method with clients that are not concerned with exact colors. Keep a copy of the signed proof or email saying design is approved.

OK

2. Print a copy on your office printer to show the client and have the client sign off on it. Use this method with clients that are not concerned with exact colors. Keep a copy of the signed proof.

WORST

3. Fax a copy to the client have the client sign off on it. Use this method with clients multiple name changes but only when the original design has been signed as approved by the client. Keep a copy of the signed proof.

BEST

4. Order a press proof from the printer and have the client sign off on it. Keep a copy of the signed proof.

PROTECT YOUR RIGHTS AS A PRINT BROKER! This proofing process is designed to protect your rights when selling printed materials. On your proof you'll want a statement such as "I Agree to the terms and conditions of Your Company Name and I have verified that spelling and content are correct. I am satisfied with the document layout. I understand that my document will print EXACTLY

as it appears here, that I cannot make any changes once my order is placed and that I assume all responsibility for typographical errors. "



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On the next page I have an industry **EXAMPLE** "Terms & Conditions" and a full "Statement"