

APPLE NEWS

A PUBLICATION OF APPLE PRINTING COMPANY

No More Confusion – Know When to Use Digital and When to Use Offset Printing

At **APPLE** Printing we are proud to serve your needs as a full-service commercial printing company. As marketplace needs and technology change, so do our portfolio of services.

With the steady improvement of digital printing technology, many companies find it appealing to have the option of either digital printing or offset printing. While there are no steadfast rules on when to use each of these technologies, below are some general guidelines to guide you through the decision making process. Additionally, our team is here to help every step of the way to insure that your printing project is appropriately planned and executed.

Timing

Offset printing requires more “set-up time” than digital printing. Unique printing plates for each color must be made. Digital printers utilize electronic files and produce images using specialized toners and inks, eliminating a step in the process. This leads to reduced set-up time.

Quality

Knowing the planned use of your printed material will assist you in determining the level of quality you need – particularly for full color print jobs. Is your project a simple direct mail piece used to communicate a clearance sale or merchandise close-out? In that case, the quality of the piece may not be as important as for a marketing packet for prospective clients. If the quality of color printing is important to your project, then offset printing is the way to go. Offset printing offers superior resolution, a true PMS color match and consistency with every print run. While digital printing may offer advantages in other situations, it can't beat the quality of offset printing.

Quantity

Offset printing requires more “set-up time”. The cost of this time, as well as the consumption of additional materials during color registration and correction, translate into higher “set-up costs” for offset printing. If the project calls for a small quantity to be printed, then the higher set-up costs may not be recovered. This generally makes digital printing the preferred method for short-runs.

There is more, however, to consider than only the set-up costs of a job. Keep in mind the overall cost of using a digital printer. While initial set-up costs are often lower with digital printing - with color correction and registration performed electronically, minimizing waste - digital printing does require higher priced, specialized toners and inks, as well as more expensive paper stocks. These costs will be reflected in the pricing of digital printing jobs.



APPLE
PRINTING COMPANY
 1400 NORTHBROOK PARKWAY
 SUITE 310
 SUWANEE, GEORGIA 30024



FREDDIE'S PECAN COOKIES

Employee Recipe by Freddie Bennett, Apple Lead Pressman

- 2 1/2 cups self-rising flour
- 1 teaspoon baking soda
- 1 teaspoon salt
- 1 cup (2 sticks) butter, softened
- 3/4 cup granular sugar
- 3/4 cup light brown sugar (packed)
- 1 teaspoon vanilla extract
- 2 eggs
- 1 cup chopped pecans coarsely

Combine flour, baking soda and salt in small bowl. Beat butter, granular sugar, brown sugar and vanilla extract in large mixing bowl until creamy. Add eggs one at a time, beating well after each addition; gradually beat in flour mixture. Divide chopped pecans into two portions. Finely chop half and add both to mix. Stir in the pecans by hand.

Note: cookies must be hand rolled and slightly flattened using a heaping tablespoon. Garnish with a pecan half in center.

Bake: in preheated 375 F° oven for about 9 to 10 minutes. Timing is critical. After removing, let cool on cookie sheet for about 10 minutes before removing. Works best with double layered cookie sheet.

Overall, for short-runs (lower quantity per piece), digital printing should be considered. As the quantity to be printed increases, however, the cost per piece for offset printing decreases, offering a pricing advantage for long-run print jobs.

A general rule of thumb is if a job is less than 500 pieces, digital printing will be preferred, more than 750 pieces, offset printing is usually a better choice, and between 500 and 750 pieces, weighing the advantages of each will be a bit more important in making this decision.

Static vs Variable Content

With the constant need to break through the “clutter” of competitive messages, as well as the barrage of communications vying for a person’s attention, there often is a need for creative messaging to attract and retain the attention of your target audience.

This may call for personalization/customization of content for your print piece. From personalized addresses and salutations, to variable content and even charts/graphs/images appropriate for the demographic or psychographic profile of each segment of your target audience, digital printing can produce materials that will appeal to the right audience with the right message.

In summary, many factors will determine whether you should use digital or offset printing. Our team of experienced print professionals at APPLE Printing will help you determine which technology will best serve your needs on a project-by-project basis.

	Digital	Off-Set
Pro's	<ul style="list-style-type: none"> No Drying Time Needed, Shorter Time to Market Allows Personalization/ Dynamic Content Lower Set-Up Costs 	<ul style="list-style-type: none"> Excellent Color Quality Low Cost After Break-Even Point (considering higher initial set-up costs versus economies of scale after certain quantity) Maintains true PMS color match
Con's	<ul style="list-style-type: none"> Higher Costs for Long-Run Print Jobs (due to maintenance of digital printers, need for special toners and inks and more expensive, special paper stocks for digital printing) Some Limitations on Paper Stock that can be used 	<ul style="list-style-type: none"> Higher Set-Up Costs (unique printing plates required for each color; materials consumed during registration & color correction) Longer Time to Market
Best for:	<ul style="list-style-type: none"> Dynamic/Variable Data Documents (personalized data/content) Short-Run Print Jobs 	<ul style="list-style-type: none"> Static Documents (no personalized or changing/dynamic content) Long-Run Print Jobs Printing of Secure Documents Such as Checks

If “Everything Speaks”, Then What are You Saying?

Before a customer even walks into a business, the overall outside appearance influences that customer’s first impression about the company. Whether it be an empty fast food bag in the parking lot or a sign with a letter now missing, everything a customer sees and experiences is actively communicating something about that business.

The more obvious things, like the cleanliness of a restaurant or the office furniture of a physician waiting room, seem like no-brainers, yet the smaller, more inconspicuous details are those that speak just as strongly about your company. A faded or poorly printed menu in a restaurant, an invoice with an old logo, or a restroom sign printed on an employee computer are all examples of ways that you may be communicating things you don’t intend.

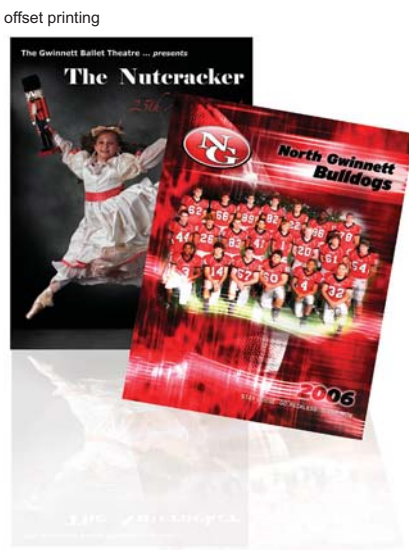
If “everything speaks”, then what are your printed materials and signage communicating about your business? The overall look of something printed – whether it be a logo, business card, annual report, or company letterhead – is the first thing that a person will notice. The content, spelling and grammar are all secondary to the first impression that the printed visual design has already formed.

The quality of the printing, the type and quality of paper, the process used to produce your printed material, and even the way a small booklet is bound all work to form either a positive or a less than favorable impression about the level of professionalism and the attention to detail your company offers.

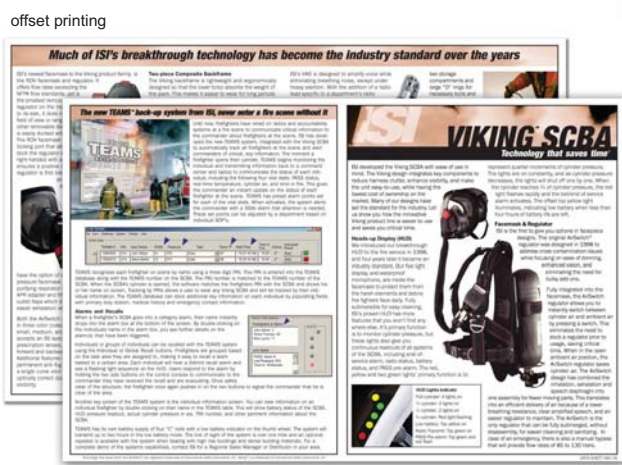
- Some questions to consider:**
- Do all of your company/division forms, letters and envelopes appear professional and contain the same information and graphics (the same “look and feel” should be uniform throughout all of your printed materials so that your brand is consistently being reinforced?)
 - Do your company logo and the colors used in company materials communicate your brand identity effectively?
 - When standing on the outside of your business, does everything appear professional and accurately represent the image you intend to convey? (Are all of the hours of operations signs and other signage up-to-date and professionally printed? Are banners fresh and professionally designed and printed?)
 - Are all brochures/pamphlets, postcards and greeting cards printed professionally and visually appealing?
 - Are there any signs that need to be printed/reprinted so that they appear fresh and professional? (Including eliminating any hand printed or computer-printed signage in your office/building?)

In other words, you want to ask, “Is everything, both inside my business and leaving my business, communicating the things that I am intending to communicate?”. Spending the time and resources to take an audit of these things will insure that your customers’ experiences and impressions are favorable and that your business is successful.

When the smallest of details in your business are cared for, a customer will usually translate this to mean that they can trust you with the bigger, more important ones. Take a moment and take a step outside of your office (whether physical or virtual) and pretend to be a customer – What is this company saying to you?



Newsletters, Postcards, Programs, Business Cards, Tickets, Letterhead, Envelopes and Much More...



And the Crowd Went Wild!

In December, Mrs. Cathi Arostegui of Apple Printing became one of a stellar list of Gwinnett women to portray the comic role of Mother Ginger in Gwinnett Ballet Theatre’s production of “The Nutcracker.” Miss Cathi, as she is now called (it’s a stage name!) wowed the folks from Row A to the last seat in the balcony with her sizzling personality and fabulous figure.

Gwinnett Ballet’s “The Nutcracker,” which played to sold out houses for the first three weeks in December, invited a number of prominent women from Gwinnett to take part in this annual holiday event, providing a birds-eye view of just what happens “backstage.” Cathi took it all in stride, and even with several pounds of makeup and, um, false physical endowments, gave off her mega-watt smile to the Gwinnett Performing Arts Center audience. Will there be another role for Cathi in the Gwinnett Ballet’s future? We’ll see! The next production is “The Firebird” on March 10 and 11. Don’t miss it! Gwinnett Ballet Theatre loves Miss Cathi and Apple Printing!