

Did You Know?

We are celebrating our
20th Anniversary?
1982-2002

We produce almost
25,000,000 items each year?

We supply our services to over
1000 clients?

This newsletter was printed on our
Digital Press from an electronic file?

Did You Know?

...that high-quality, high-volume copying can be a successful alternative to printing? For organizations that use large numbers of documents and forms, consider these:

- Short runs of high-volume copying can help eliminate obsolete materials.
- High-volume copying provides more flexibility to revise materials more easily.
- For simple one-color to full-color documents, copy quality approaches printing.
- Copying is an excellent match for just-in-time delivery schedules.
- Booklets and manuals can be made more dynamic with color photocopies for covers, divider pages, etc.
- Manuals comprised of high-volume copies are flexible for quick changes or customization.

Law firms. Many documents, like those used in litigation, often require extensive revisions and distribution. Flexible, high-volume copying is the perfect production tool.

Health care. Forms, patient documents, releases, product sheets, instructional and informational sheets are a perfect fit for high-volume copying.

Manufacturers. High-quality, high-volume copies are excellent for manufactures that need price lists, spec sheets, catalogs, MSDS, and warranty, product or instruction sheets.

Human resources. Training manuals, benefit handbooks, policy booklets, technical documentation and sales materials can all be produced efficiently with high-speed copying.

ALLEGRA NETWORK

- PRINTING OR COPYING
- HI TECH OR LOW TECH
- DO'S & DON'TS IN PRINT



TO PRINT OR TO COPY?

A Symphony of Subtle Choices

You don't need a symphony for a sing-a-long. And it's equally obvious that you don't need an offset printer to make a flyer for an office party. But once you go beyond such no-brainers, you can find yourself in the realm of fuzzy logic when it comes to decisions about when to copy and when to print.

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Traditional or digital copying or printing? How do you know which medium suits your message? It all depends on how you plan to use your materials and how you prepare your files and deliver them to your printer.

YOU TAKE THE HI TECH & I'LL TAKE THE LOW TECH...

LOW TECH - If you're used to giving your printer camera-ready hard copies fresh from the drawing board or your desk, they must be copied or printed in one of two traditional ways:

Photocopying can be done on a standard or high speed, color or black & white, regular or oversize copier. What you'll get is any number of good-looking "second-generation" prints. Photocopying is usually recommended for shorter runs.

Conventional printing on an offset press is recommended for longer runs, especially those requiring top quality print and color, such as fine letterhead and business cards. A traditional offset press puts your "camera-ready" hard copies through a multi-process transformation that begins with a film and ends with a printed page.

HIGH TECH - In electronic or "digital" copying and printing your files arrive at our facility in the form of digital data instead of

hard copy. These files might be transported directly to our center as a simple e-mail attachment or a specially formatted "PDF" attachment (Portable Document File). Sometimes you can send your files online using an electronic transfer system such as FTP (File Transfer Protocol). FTPs operate through web addresses prefaced by "ftp" instead of the usual "http". Of course you can always put your files on a floppy disk or CD and hand deliver them to us. However you dispatch your digital files to us, they can be reproduced in two ways:

Digital output from computer-connected black & white or color copiers generate not mere "photocopies," but high-resolution originals directly from your electronic files. Digital copying is ideal for high quality short-runs: from as few as one to as many as one hundred, 200, or perhaps even 500 copies. Like photocopiers, digital copiers use toner to reproduce black & white and color files. The speed of a digital copier makes it a great choice for rush jobs, but it does not achieve the precise

color and print quality of a digital printing press.

Digital offset printing also operates directly from computer-to-press, reducing the multiple steps required in traditional offset to just three. Thanks to its efficiency, digital offset is surprisingly cost-effective for short-run color orders. For greater impact, you can aim your message to different target markets or tailor it to individuals, preserving the quality without incurring the costs of traditional short-run printing.

If you create and deliver your documents to us electronically – using software and transfer methods supported by our online FTP site– you may be able to take advantage of digital output and printing. But whether you prepare your files with the latest software or with a quill and ink, we will gladly work with you to achieve a result you'll be proud of.

Do remember that time is money. If we have to re-do your files before printing or copying it can cost you. Ask us for advice ahead of time on preparing files for print.

Don't try to construct your own layout unless you are an experienced designer.

Let us do it, or ask us for advice before you go it alone.

Do take care with spelling, grammar and usage. A great print job won't disguise a poor prose job. To get professional results, hire a professional writer.

TO PRINT OR TO COPY? *continued from cover*

Full Color Printing – A color brochure may have a short life in the marketplace but require a long run due to high-volume distribution. It probably makes sense to print it, because long runs on a color copier may be pricey without improving color quality. On the other hand, a deluxe color brochure for an exclusive clientele might merit color printing despite its limited run. A simple training manual may have both a short life and a short run due to the need for continuous updating. The best choice in this case may be "on demand" (as needed) printing on a digital offset press.

Black and White Copying – Perhaps that same training manual will look great done in simple black & white text and graphics. In that case, a high-speed copier may be all you need. It can deliver 5,000 single-sided, collated black & white copies an hour. Compare that to the turtle in your office, which probably averages less than 1,000 copies per hour, and costs you more in time than it saves you in money. You can always dress up the finished manual with a color cover and classy binding.

Black & White Printing – Let's say you're a gallery owner putting together an exhibit booklet or a postcard mailing for a black & white photography show. You'll clearly opt for printing, not copying, to get the finest reproductions. When it comes to elegant occasions, elegant printing is called for. Black and white is the classic choice for important invitations or announcements, and printing is clearly the way to go.

Digital Color Output – Suppose you need posters, banners, large-display presentation charts and packet materials for a one-time promotion or business meeting. Short-run color jobs can be costly to print on traditional offset, but a color digital copier can handle short runs just fine. Color output devices are far more reliable than

they used to be. So unless you are a professional designer looking for a critically exact hue, for lower volume orders you may be better off using digital color output.

Plugging the Gaps – If you're running low on letterhead at the office you might be thinking of traditional offset printing. But if your company is up for sale, or you've just heard your area code is being changed for the umpteenth time, you obviously don't want to place a big printing order of



any kind. In that case digital copying or printing might give you the top quality you need for a stop-gap supply.

Maybe you've finally gotten ahead of your printing and copying needs at the office, or have decided to outsource that headache through an inventory management contract with your printer. But at home, other print and copy needs may be piling up. You've got letters to answer and are out of personal stationery. Your daughter is getting married and wants your input on wedding invitations. The neighbor who writes your block association newsletter wonders if it would be more economical to use a pre-printed "shell". You're tempted to say, "How should I know?" Instead, you tell him you'll get back to him. Then you take two aspirin and make a note to call Allegra Print and Imaging in the morning.

DO'S & DON'TS For Happy Print and Copy Endings

photocopying be sure your hard copy is cleanly printed in the highest resolution. If you are submitting digital files for copying or printing, always check with Allegra first about the best way to prepare and transfer them.

Do supply Allegra with all the files necessary: text, art and photos. If you are