

FAQS

WHERE DO I START?

You've already made the first step to becoming a Greeting Card Publisher by requesting this pack. From the pack we suggest you start by having some samples. Send us 3-4 designs and have them printed on 3-4 papers so you can choose which paper stock you would like to use. Once you have decided on a stock and you would like to place an order we would recommend that you have some proofs printed. This is so that you can check all of your designs for colour and content. If you are happy with your proofs then you are good to go – proceed with your order.

DO YOU PACK CARDS?

Yes – We can do as much or as little as you like, as standard your cards would come printed & finished with a crease. We can then supply envelopes and cellos for you to pack yourself. However as digital print has evolved more and more publishers are having their orders sent direct from printers straight to the retail outlet, we offer a complete fulfilment service whether the cards are hand packed or go through our automated packing machine your cards can be sent from us ready to be put on the shop shelf.

WHAT ARE YOUR MINIMUM'S?

As digital printers we can be extremely flexible with quantities, whether you require 4 or 4000 of a single design, no job is too small for us.

WHAT IS STANDARD GREETINGS CARD BOARD?

It is a purpose made board which is silk on one side and slightly rough on the other which is suitable for writing.

WHAT DOES BLEED MEAN AND WHAT RESOLUTION DO I NEED TO USE?

Please see our SUPPLYING FILES leaflet.

WHAT ARE THE MOST POPULAR CARD SIZES?

Either a square card 150x150mm when folded or a rectangular card 127x177mm when folded which can be either Portrait or Landscape. The reason for this is that these cards fit into standard size card racks in shops. There are also a large range of coloured envelopes for these two sizes.

WHY DO THE COLOURS ON MY SCREEN APPEAR DIFFERENT TO THE PRINTED PRODUCT?

All digital and litho printing is done in CMYK (cyan, magenta, yellow and black). Computer screens display in RGB and cameras take photographs in RGB (red, green and blue). Files therefore have to be converted either by you or by us into CMYK before they can be printed. Some difference in colour will occur when this conversion is done and is unavoidable due to the smaller colour range of CMYK. For more information please see our website or give us a call.

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WHAT SHOULD I PUT ON THE REVERSE OF MY CARDS?

A coding system is essential to make it easy for you and your customers to re-order. Other information you may want to include could be your website, copyright, etc. You could also include the FSC® logo if applicable to the board. Some customers choose to have barcodes but these are not always necessary.

HOW DO I GET MY FILES TO YOU?

We recommend that you use WeTransfer to send us your files. With WeTransfer you can send up to 2GB per transfer. It's simple, secure and most importantly free. For a simple guide to how it works see <https://www.wetransfer.com/howitworks>. Alternatively you can send an email with attachments. Our email capacity is 25Mb. If you are sending files by email then please confirm in the email what you have sent so we can be sure we have received everything. If either of the above are not viable options then you can always send a CD or USB stick through the post to us.

DO YOU KEEP MY CARDS ON FILE FOR FUTURE ORDERS?

Yes, we keep all files stored by code, so simply send us a list of codes and quantities and the name of the stock you would like them printed on.

HOW DO I CHOOSE WHICH BOARD TO PRINT ON?

Most cards are suited to our standard greetings card board. However if your cards are photographic you may wish to have them gloss laminated, or if your cards are from watercolour images you may want to consider a slightly textured board. If your cards are very heavy in colour it may be worth putting them onto an Uncoated stock. There are many different options which we are happy to discuss with you. Bear in mind that cards with very pale tints may be subject to a slight banding when printed digitally. Alternatively when printing solid black do not use a four colour black (100% of CMY and K) but instead use a breakdown of 100%K and 40%C otherwise your ink will not dry on the board and will mark easily.

WHAT IS YOUR USUAL TURNAROUND TIME?

We aim to send out proofs within 4-5 working days. From approval of proofs or placing a repeat order our turnaround time is approximately 5-6 working days. Orders that are specially finished, ie Die Cut, Foiled or Embossed will take slightly longer. Please bear in mind that before and during Exhibition Times we may be particularly busy. Please refer to our website for these dates.

WHAT IS SIMPLICITY?

Simplicity is The Imaging Centre's brand new innovative Web to Print software launching in Summer 2016. Please call us for more details.

ANY OTHER QUESTIONS?

Our customer service team have a wealth of knowledge, so please use them. We are open from 9am–5pm weekdays. Give us a call or come and see us, we are here to help.