



A Guide to Print Buying



**THE COMPLETE
SOLUTION**
PRINT | PROMOTIONAL | DESIGN


Print can be a messy business

When sourcing any print product there are so many variables to think of such as paper type, size, quantity, finishing, the type of print process and press to name a few. Along with considerations of cost effectiveness and environmental sustainability.

Working with a reputable printer or print manager who can provide guidance on these factors to ensure the final product meets the desired specifications and budget is crucial.

I have put this guide together to provide some guidance that will help you in making informed decisions when it comes to sourcing print materials for your projects.





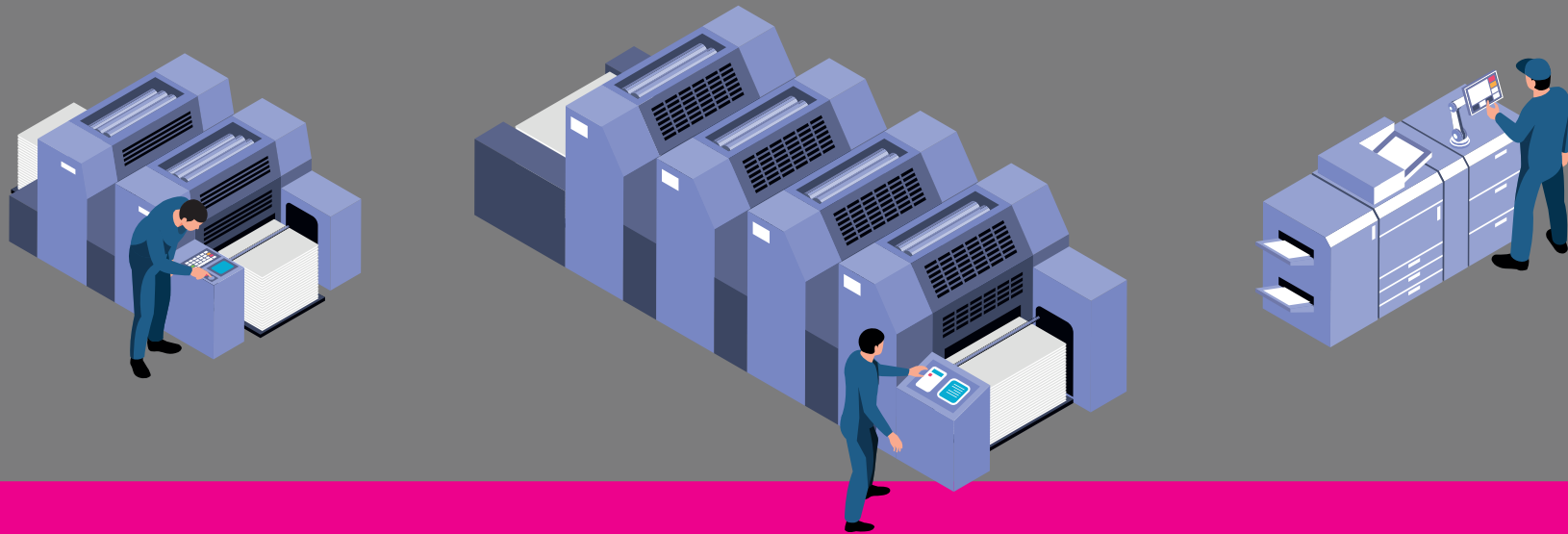
Print Buying Considerations

When sourcing your print requirements there are many things for you to consider to ensure you get the best results with the finished product while ensuring delivery is on time and you're keeping within budget.

Some of these considerations are as follows:

- **Paper** - what is the best paper to use for any given print job?
- **What process** - not all printing presses are the same. Can you be sure you're picking the correct print process for each item of print?
- **Quality** - How do I ensure the best quality?
- **Inconsistency** - Is your print consistent? Any inconsistency in factors such as colours between jobs can have a negative impact on your branding.
- **Time** - Time is valuable. Should you be spending yours sourcing print requirements? Should you outsource your print buying?
- **Special Touches** - What extra finishes can I add to make my print stand out?

This guide will look to answer these questions to put you in a more knowledgeable place when sourcing your next print requirement.



Choosing the right print process

There are several considerations to make when looking to get print work produced, including:

- **How many copies you require** - this can effect the type of print process used. Shorter runs are best produced digitally from a cost perspective whereas longer runs are more cost effective produced lithographically.
- **Digital or Lithographic** - For out and out quality and choice of paper options lithographic is normally the way to go. However, some digital presses can provide results very close to a lithographic finish.
- **Digital Print** - Be warned not all digital presses are the same. A lot of digital presses produce results that are fine if you are on a budget but are not to the standard of the best quality work. But other larger digital presses can produce fantastic print products but this tends to come with a price premium.
- **Paper** - Not all papers can be printed on a digital press, so this can be restrictive if you're looking to use a more specialist material.

These are all elements that need to be considered prior to placing print with a supplier. It's also worth bearing in mind that different print factories will have different capabilities, so whether you are look at cost effectiveness or print quality it's not always as easy as using the same print factory for everything you may need.



Paper Choices

The final quality and appearance of your print job depends in a large part on the right choice of paper. Yes, ink, finishes, and flourishes all matter, but nothing is so fundamental to the success of a print project than the choice of paper.

Here are some elements you should consider:

- **Weight** - this can have a huge effect on the final product and needs to be carefully considered. For example a brochure produced using a 150GSM weight for the inner pages is going to give a better impression to the recipient than something produced on a 100GSM paper. The thicker the stock tends to give a better impression of quality. For example if you are producing a brochure for a high end product aim to go thicker whereas if you are looking at a catalogue for a budget brand then thinner stock will be OK and will be more cost effective. Also, consider going thicker on the cover for a brochure or book. Also, thinner stocks will have more show through than thicker stocks which is something else to consider.
- **Coating** - the next thing to consider is the coating on the paper. Initially you have 2 choices - Uncoated or Coated. Uncoated tends to feel more textured and is more absorbent than coated stocks - which means ink will sink into the paper more than it would on coated stocks. On coated stocks the ink will sit on the surface more and will give a more vibrant and sharper finish. If going with a coated finish you then have a few more options to consider Silk, Matt or Gloss. The type of coating will largely depend on the type of job being printed and personal preference.
- **Brand** - there are many brands of paper, far too many to go into here. Most printers will tend to offer the regular silk and gloss options and they will normally have a 'House' brand that they will use unless otherwise specified. However, if you require a certain brand or maybe you're looking into a speciality paper or something with a particular finish then speak to your printer to see what is available. Bear in mind speciality stocks will come at a price premium but can make your printed items stand out from the crowd.



Brand Consistency

How does a brand stand out and make a lasting impact? **Brand consistency.**

We're surrounded by competing logos, slogans, and visuals vying for our attention. In this chaotic landscape, it's the brands that maintain unwavering consistency in their messaging, design elements, and customer experience that cut through the clutter like a beacon of reliability and trustworthiness.

And ensuring your brand stays consistent across all your print media, promotional gifts and design elements is crucial to building a strong brand identity. A consistent brand helps to create a sense of familiarity and trust among customers, making it easier for them to recognize your products or services in the marketplace.

Therefore it is vital to manage your various suppliers to ensure that they are able to produce products in-line with your brand guidelines and messaging. By maintaining clear communication and providing guidelines for branding requirements, you can ensure a unified and cohesive brand image across all touch points.

Keeping a brand consistent can be tricky especially when working with several suppliers and different materials and products. So spend the time speaking to your suppliers to discuss what is achievable on any given product to keep things as consistent as possible.

Special Finishes to add impact

The final thing to consider is whether to add a special finish to your printed product. Some options include:

- **Lamination** - Gloss, Matt or Soft Touch. These are the most common options and all give a different look and feel. They tend to be used on the covers of brochures, magazines and folders etc...
- **Foil** - Adding a foil can add a real sense of quality to any job. But the extra cost should be considered here especially on shorter runs.
- **Spot UV varnish** - this is a targeted gloss varnish that can be applied to specific areas on a product. For example over a logo or an area you'd like highlighted. As per foil, cost should be considered. It may also be worth asking to see samples of this finish to see if you like the effect.
- **Die-Cutting** - add special interest to your product by having it cut into a shape.

All of these finishes can give a premium finish to any print job. It's worth speaking to your provider early about these to see if you feel the extra cost would be warranted. If you're just producing some door drop leaflets then maybe the above wouldn't be cost effective but if you are producing a brochure for a premium product then it would definitely be worth looking into these options prior to getting a design produced.

THE SHOWER LAB



SHOWER SPACES

Outsourcing your Print Buying

Sourcing your print can be a very time consuming and sometimes complex endeavour, so why not look to outsource your print buying?

Outsourcing your print buying to a print manager can provide several benefits, such as saving time and resources, negotiating prices with printers, and managing the entire printing process on your behalf. By partnering with a professional print buyer, you can access their expertise and industry connections to ensure high-quality prints at competitive prices.

A print manager will have years of experience sourcing and placing print work using the correct print process and the most suitable press for any specific product. They can also provide expert advice on papers and finishes to ensure your final printed product gives the best possible impact.

They can also assist in managing the logistical aspects of printing, such as coordinating deliveries and time lines to ensure that your printed materials are delivered on time and within budget.

By working with a print buyer, you can streamline your printing process, eliminate headaches associated with sourcing printers on your own, and free up valuable time to focus on other aspects of your business. Overall, partnering with a print buyer can be a cost-effective solution that provides numerous benefits for businesses of all sizes.

IRVINGQ.COM

AIRBORNE DECOY SYSTEM

While FDS3 remains the only single decoy capable of protecting a frigate or destroyer, IrvinGQ has developed a new corner reflector RF decoy product for naval protection as a direct and more effective alternative to chaff.

This new product, which has been developed in conjunction with Rheinmetall for use in the MASS launcher is an airborne Off-board CR decoy and is designated MASS_OCR. It is fired from the MASS trainable launcher.

MASS_OCR

MASS_OCR offers another layer of protection for ships against RF-seeking anti-ship missiles and can be used in conjunction with FDS3 or with other soft-kill passive or active countermeasures.

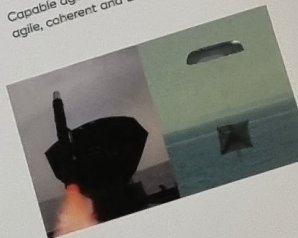
MASS_OCR is lightweight, reloadable and highly effective and significantly extends the capability of the industry-leading MASS launcher.

COMPLEMENTARY TO FDS3

MASS_OCR is complementary to FDS3, providing an additional layer of defence, while increasing adaptability and pattern generation using decoy groups. MASS_OCR is suitable for any vessel equipped with MASS decoy launcher.

MASS_OCR FEATURES

- High performance corner reflector with ship-like RCS
- Compatible with MASS decoy launcher system with upgrade
- Reloadable at sea
- Passive RF response, cannot be jammed
- Part of layered system of countermeasures
- RCS produced within seconds of launch
- Continues to produce RCS response even when on sea surface
- Resistant to chaff discriminators
- Insensitive to polarisation of the missile radar (vertical or horizontal)
- 360 degree response arc
- Capable against broad frequency, agile, coherent and LPI threats



SALES@IRVINGQ.COM

Now the sales pitch!!

I hope you've enjoyed and taken something useful from this guide?

However, if you're interested in speaking to a professional print buyer, then luckily you've found one. That's me on the right.



I have 30 years experience in the print industry and have run my own Print Management business AA Media since 2006.

I offer a Complete Solution for Design, Print, Large Format and Expo Print, Promotional Products and much more.

The idea being to save my clients the time and hassle of dealing with multiple suppliers by offering all of the above through a single point of contact.

So, if you'd like to have a chat about your next project or your on-going requirements in general then either DM me on LinkedIn or email me at andrew@aamedia.co.uk and we can get something in the diary.

All the best,

Andrew





Case Study

Welsh Language Services

We started working with Welsh Language Services in 2022 when we were approached to undertake some branding work along with the design and print of a large pack (see opposite page) which included a Booklet, Posters, Cards, Magnets, Table Toppers and all supplied in a bespoke box.

Since then we have worked on many design projects which we have supplied as PDFs for on-line use such as their annual review. As well as design and print projects including Large Mouse mats, Roller Banners, Table Cloths to name a few and we are about to start work on a large display graphic for their stand at the 2024 Eisteddfod.

It has been vital to keep their brand image and message consistent across all of these elements and our expertise in this area helps keep the branding on point as much as possible. It is also important that we manage expectations when the brand has to be printed onto different substrates and on different types of print machinery, for example there is always going to be slight difference in how a brand colour may print between different types of presses and on different materials.

But by working with AA Media they are assured that their brand will be as consistent as possible from design through to production.

STAFF GUIDE TO WELSH LANGUAGE SERVICES

Cymraeg

Produced by Cwm Taf Morgannwg UHB Welsh Language Services Team

- Canllaw Staff | Wasanaethau Cymraeg
- Staff Guide to Welsh Language Services Booklet
- AS Caemnon Phrases Card
- Cardyn Teimladau ac Emosiynau A4
- A4 Feelings and Emotions Card
- Poster Ysgogiad Ffônig y gyfwr
- Derbynyddiaid y Ffônau
- Reception and Phones Phonetic Prompts Poster
- Poster 'Howch gynnig arni'
- A3 'Give It a Go' Poster
- Poster Atgoffa o Olymian Dwyieithydd A3
- A3 Bilingual Requirements Reminder Poster

Rho gynnig arni! Give it a go!

Welsh Language Service at a glance

Useful sayings

Numbers 1 2 3 5 6... 1,000

Money

Times

Weather

Commands

When?

Clinical terms

Questions

Saying you're not sure

Answers

Key

Everyday

Going to

Dysgwch Ychydig o Gymraeg

Learn Some Welsh

Hints for some of the more tricky sounds:

R - 'r' as in 'run'

L - 'l' as in 'le'

LL - 'll' as in 'llan'

CH - 'ch' as in 'bach'

G - 'g' as in 'gwalch'

PH - 'ph' as in 'phân'

English	Welsh	Phonetically
How are you?	Shoemw?	Shoo-mey?
Are you alright?	Ti'n iawn?	Tee'n yahn?
Good Morning	Bore da	Bor-eh-daa
Good Afternoon	Prynhawn da	Pri-n-hawn-daa
Thank you	Diolch	Dyolch
Can I have a coffee please?	Ga'i goffi os gwehloch chi'n gadael?	Gaa-ee coffee in gweel-ooh-choo-tha?
I am learning Welsh	Ga'i banel o de plh?	Gaa-ee ban-eh-o-dell-plh?
Can you help me?	Ydyd chi'n gwybod i'w helpu?	Yd-did-ee-ee sil-ee yahn-oo-did-ee?

Cofiwch ateb pob galwad gyda chyfarhadiad dwyieithig i ddangos bod Cwm Taf Morgannwg yn hapus i dderbyn galwadau Cymraeg.

Helpwch ni i fod sefydliad dwyieithog drwy:

- Atsb y ffônau yn ddywyethog a chynnig gwasanaeth Cymraeg yn rhagweithiol, e.e. 'bore da, ad, alla i helpu', 'how can I help?'
- Gwneud yn siŵr bod unrhyw neges ateb gwaith, eoch i ddatlennau Cymraeg yn y ffeiliau.

Os ydych chi am ddefnyddio mwy o Gymraeg yn yr ymgeir, gwelwch y Cymraeg yn CTTM.

Y Gymraeg yn CTTM
Welsh at CTM

Cymraeg

Claf Cymraeg

Welsh Speaker

Cymraeg

Mae staff yn gwybod bod angen gofyn i gleifion os ydych chi'n gyswrtu. Gofynnwch wrth gael eu derbyn neu wrth drefnu apwyntiad gyfwr staff eraill.

Yn ystod y cyfarfod, ydych chi'n gyswrtu os ydych chi'n gyswrtu neu 'r cwirth).

Yn gwisgo 'eg' neu 'Dysgwr'.

Os ydych chi'n hyfforddi i siarad Cymraeg, wnasanaethwch ysiad allan o'r siatad cleifion yn

Cynnwys y Pecyn /

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- Staff Guide to Welsh Language Services Booklet
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Y Gymraeg yn CTTM

Welsh at CTM

Cymraeg

Cwm Taf Morgannwg UHB Welsh Language Services Team

Cymraeg ar y Ffôn ac ar y Dderbynyfa

Welsh on the Phone and at Receptions

Welsh	Phonetic	English
Bore da	Bor-eh-daa	Good morning
Prynhawn da	Pri-n-hawn-daa	Good afternoon
Dydd... ddim yma	Dud-dee... thim yma	...Is not here
Bydd... yn ffônio nôl	Byd-ee... un fon-yoh nawl	...will phone back
Ga i helpu?	Gaa-ee hel-pee	Can I help?
Pwy sy'n siarad?	Poy seen shar-ad	Who's speaking?
Sori, dwi ddim yn siarad Cymraeg	Sor-ry: dwi-ee thim un shar-ad Kum-rige	Sorry, I can't speak Welsh
Dych chi'n hapus i barhau yn Saesneg?	Dich cheen hap-ee-ee bar-tye un say-sneg	Are you happy to continue in English?
Diolch, hwyl fawr!	Dee-olch, hoyl fawr	Thank you, good bye!

Teimladau ac Emosiwn Feelings

Cywilydd arni	Nerfus	Wedi cyffwr	Wedi synnu
Embarrassed	Nervous	Excited	Surprised
Hapus	Trist	Ofnus	Wedi brifo
Happy	Sad	Scared	Hurt
Rhwystredig	Llonydd	Unig	Wedi ffieiddio
Frustrated	Calm	Lonely	Disgusted

Our requirements

- Staff are aware to ask patients on admission or when arranging an appointment what language need is (Active Offer), and the Welsh first or to the left).
- All staff are answering telephones with a bilingual greeting and dealing with calls in Welsh.
- All staff are wearing a 'Dysgwr' or 'Dysgwr' badge/tanyard.
- If you have a reception, staff are trained to denote a Welsh-language service if so.
- All email signatures and out of office notices are bilingual (templates available on the Welsh Language SharePoint page).
- All patient leaflets/consent forms are bilingual.

Cynhyrchwyd gan Dim Gwasanaethau Cymraeg BIP Cwm Taf Morgannwg
Produced by Cwm Taf Morgannwg UHB Welsh Language Services Team

Cymraeg

CTT_WelshLanguage@wales.nhs.uk
CTT_welsh_translation@wales.nhs.uk
Gweler adran SharePoint y Gymraeg
See the Welsh language section of SharePoint

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