

# Press Checks

## **How it Works and What is Included...**

At Rose City Label, we always try to have our press checks at 8:00AM, and generally have a very good sample for the customer to review at that time. Frequently the press operator has been working to get the job ready for two hours before this first sample is ready for review. Many times, this first sample is very acceptable to the client, and the press check is finished before it starts. However, that is not always the case.

This press check may take up to one (1) hour and up to two (2) revisions. At that point, if a satisfactory label has not been produced, it is time for us to pull the job. However, at the customer's option and with the approval of the production manager, press checks may be extended for an additional two (2) hours at a rate of \$150.00 per hour. This charge will be billed in addition to the previously quoted prices.

## **Process Variation...**

Like all mechanical processes, the printing press has variation as it runs. We will always strive for complete consistency throughout the run, but please be aware that subtle shifts will occur during any print run.

## **Why is it So Difficult...**

Printing from a printing press will *never* exactly match a digital color proof. The stock, the inks, and the method of printing are all different, so the proof is just a *representation* of what the finished label will look like, not an exact match. What we strive for is very high quality labels, printed in a cost effective manner, to benefit the customer and the company.

## **The End Result...**

Hopefully with this background in mind, we can all approach the press check with the same goal – to produce an excellent label that the customer can be happy with in a manner that is profitable for the company. Please call us in advance to discuss a press check to see if it would be beneficial for your project. Together, we can make sure that all your expectations are met or exceeded.



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