

FAQ's for WHCC

Press Printed Greeting Cards

Q. What kind of printers do you use?

A. We have a total of 9 Digital Printing presses including the HP Indigo 5000, 5500, and 7000. The HP Indigo presses use real liquid ink with an offset look and feel comparable to photo quality.

Q. Can I order a spread?

A. Yes, but be sure to click on "One Image, Spread over crease" on the lower left screen of ROES below the paper type selection. This is the only way to ensure your spread will print correctly. Make sure to double check the thumbnail in the review order screen and make sure you can see all of the spread.

Q. My quantity always says 1. How do I order multiple packs of cards?

A. The number of sets of 25 cards should be ordered on the lower left side in ROES where you order the paper type. The quantity box located in the center of ROES should always read 1. The quantity on your Review Order screen will also read 1 but in the applied options column it will list how many sets within () and it will also list the total price of the order correctly.

Q. Is the Safe Line where my cards will be cut?

A. No. Anything inside the Safe Line will be on your final printed product however this guide does not work both ways. Just because it is not within the Safe Line does not mean it won't appear on your card. Extra borders or unwanted items that are visible in ROES but outside the Safe Line could still be in the final product.

Q. Do you have sizing templates?

A. Yes. We have a set of Photoshop files that are setup for the exact sizes needed for designing Press Printed Products. They have guides preset on them to show where the Safe Line is so there shouldn't be any surprises when images are put into ROES to actually order the card. All of our Press Printed Products are printed as "full bleed" products. This means the final trimmed product can have printing all the way to the edges with no margins. All files must have a 1/8 inch bleed all the way around the trim sides.

Q. Will the Post Office Require extra postage for 5x5 flat, folded, and trifold cards if they are mailed in a 5x5 envelope?

A. Yes. Keep in mind when ordering a square product that will be mailed in a square envelope, the Post Office will charge you additional postage for square pieces. We do offer the option to order 5x7 envelopes for 5x5 flat, folded, and trifold cards.

Stickers

Q. What are stickers used for?

A. Many of our clients use the stickers for marketing purposes. Design a sticker that contains images as well as your address for a return address sticker. Print your logo and contact information and place the stickers on wallet boxes and the back of prints. Custom design stickers for your clients to use as gift tags with the words "to:" and "from:".

Press Printed Books

Q. How do I order multiple copies of the same book?

A. Type in the Instruction box, of the Review Order Screen in ROES, a note that says how many copies of the book you would like.

Q. Does page 1 of a Press Printed Book start on the left or right?

A. The first page begins on the right as a single page. When you turn that page it opens to the first spread.

Q. Can I submit spreads?

A. Yes, but we suggest you send each side individually. If submitting a spread, ensure that the spreads are sized correctly. A spread will be exactly twice the width of the standard single page template. If you do not have the size correctly you will not get the results you are expecting. When using a spread to order, you will need to drag the image to the far right and click "Add to Order" then drag the image to the far left and click "Add to Order". This will then add to the order each side of the spread. If your spread is not sized correctly then you may lose image in the center of each side.

Press Printed Albums

Q. What is the difference between a book and an album?

A. In general, books have thinner pages than albums. Books are available in standard or lay flat hinged paper and ordered as single sides. Albums have thicker pages and are designed and ordered as double spreads. Both are available in our full line of cover materials including fabrics, leathers and custom photo covers. Fabrics include cloth, a floral pattern, a mineral texture, and suede all available in a variety of colors. Leathers include vintage leather, alligator leather, and bonded basic leathers all available in a variety of colors as well as a premium genuine black leather. Custom Photo Covers are available with Lustre or Metallic photographic paper.

Create a Combo Cover by mixing and matching a fabric or leather option with a Custom Photo Cover. Choose to have a custom photo on the front right and back left of the cover with the spine wrapped in a fabric or leather or choose to have the custom photo on just the front right of the cover and the fabric or leather wrapped around the spine and entire back of the Album cover. The fabric and leather on Combo Covers is finished with your choice of white or black stitching.

Books - Book pages are printed on 100# text weight Standard Semi-Gloss paper, 110# cover weight Standard Semi-Gloss hinged paper, 100# cover weight Satin hinged paper with Lustre Coating or 110# cover weight Pearl hinged with UV coating. The hinged paper allows open pages to lay flat as

well as provides a thicker, more upscale paper option. Hinged paper can also be UV coated for added protection and a glossy look and feel. Book pages are stitched together to create the book block that is adhered to the cover using black cardstock end sheets. Books are priced as a base book with a cover and 20 printed sides. Additional sides are available for up to a maximum of 90 sides on 100# standard text paper, 60 sides for Satin hinged paper, 50 sides on the standard semi-gloss lay-flat hinged paper and 40 sides on hinged Pearl paper.

Albums - Unique to Press Printed Albums, the inside pages are printed on either Art Watercolor, Art Linen, Art Recycled, Satin Lustre, Satin Lustre with Pebble Texture, Satin UV, or Pearl UV press paper and adhered to heavy black cardstock. This allows each spread to lay flat with a thick look and feel. Pages are printed as full spreads and not cut so imagery and design elements are not lost in the center of the book! Press Printed Albums are available in fixed lengths of 5, 10, 15, 20, 25, or 30 spreads and are available in 5x7, 7x5, 6x6, 6x12, 12x6, 7x10, 10x7, 8x8, 8x12, 12x8, 10x10 and 12x12 sizes.