



HARD COPY PROOF GUIDE

Ordering a hard copy proof, often called an Epson proof, is a fast and accessible option to check for layout, image quality, and color. After the art check is performed and the PRP proof is approved, the printer will run the file through their Epson, a high quality digital printer calibrated to their offset printers.

The most common use-case is checking color between the digital file and the finished offset print results. Under conditions outlined below, one can expect up to 95% color match between the hard copy proof and finished offset product. If working outside of the recommended use-cases below, it's advised to consider a press proof.

WHEN TO ORDER

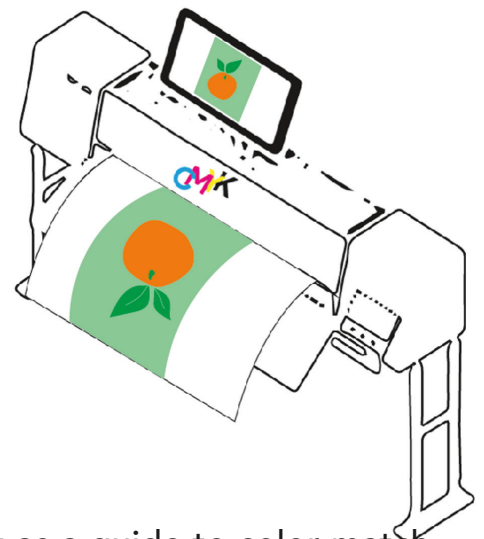
- Limited lead time
- Check for overall art layout and copy
- Check image quality at actual scale
- Color critical, digital short run job (exact match to finished product)
- Compare on-screen **colors** against print when using:
 - ◊ Coated white stock
 - ◊ CMYK process colors
 - ◊ Black (K only) color scheme

WHAT CANNOT BE REPRESENTED

- Special varnishes
- Pantones, however, some Pantone colors within the Epson spectrum can be simulated
- Actual job stock, which can vary in brightness and hue from the hard copy proof stock
- Embossing / Debossing effects
- Hot foiling effects

WHEN NOT TO ORDER

- Highly color-critical project that will print offset
- Component specs include:
 - ◊ Uncoated or Reverse Board
 - ◊ Pantone inks
 - ◊ Tinted or colored stock
 - ◊ Foil laminated board
- Centre labels or anything that will undergo heat / pressure process.



If the hard copy proof is **approved**, the printer will use that as a guide to color match on press during the offset run.

If the hard copy proof is **rejected**, the digital file will need to be adjusted accordingly and a new proof will cycle through another art check, approval, and hard copy proof (if applicable).

If you have any questions regarding hard copy proofs and your specific project, please feel free to reach out to the Graphics team: graphics@precisionpressing.com



PRESS PROOF GUIDE

A press proof, sometimes called a wet proof, is the most accurate physical proof available. Produced after the art check is complete and the digital proof has been approved, it uses the same materials, inks, and plates as the final production run. While it adds more lead time and costs than a hard copy proof, it allows for a thorough review of every detail before the order is printed.

After the art check is performed and the PRP proof is approved, the printer will set up the job for a full offset run but will only produce a small batch of printed flats. The flats are true to what the finished product will look and feel like.

WHEN TO ORDER

- Longer production lead time
- Check for overall art layout and copy
- Check image quality at actual scale on actual job stock.
- Color critical, larger run jobs (exact match to finished product)
- Compare on-screen **colors** against print when using:
 - ◊ Any standard or non-standard job stock including Reverse Board
 - ◊ CMYK process colors
 - ◊ Black (K only) color scheme
 - ◊ Pantone inks

WHEN NOT TO ORDER

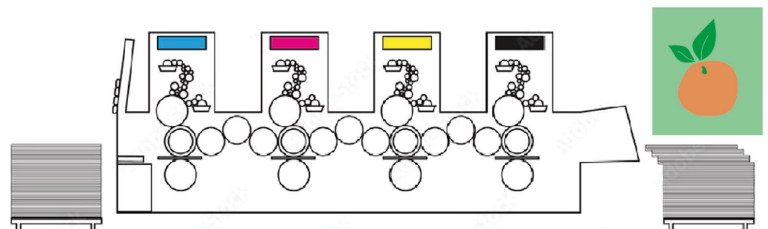
- Limited lead time
- Limited budget
- Highly color-critical project that will print digitally
- Centre labels

LIVE PRESS APPROVAL

Depending on your proximity to our printer, we offer live press approvals, where you are present on the day of print production and sign off on the results of the flats as they come off the press. Slight color adjustments can even be made on the spot. Reach out to your account manager for more info!

WHAT CAN ALSO BE REPRESENTED

- Special varnishes
- Special laminations
- Embossing / Debossing effects
- Hot foiling effects



If the press proof is **approved**, the printer will use that as a guide to color match on press during the full offset run.

If the press proof is **rejected**, the digital file will need to be adjusted accordingly and a new proof will cycle through another art check, approval, and press proof (if applicable).

If you have any questions regarding press proofs and your specific project, please feel free to reach out to the Graphics team: graphics@precisionpressing.com