

“So how does it all work?”

Well, it's kind of like baking cookies...

DESIGN

Every sensational batch of cookies begins with a recipe. Will it be chocolate chip, oatmeal raisin, or macaroon? The choice is yours. Once you decide, send it to us: type, images, logos, and layout.

PLANNING

Now that you have the recipe, will you need a baker's dozen, a hundred dozen, some for the freezer? Talk with our seasoned staff about saving time and money with a little creative energy.

EDIT / PREP

We check the ingredients, to make sure the recipe will turn out the quality you want:

- The design is properly formatted for our presses.
- The dimensions work for the project.
- The fonts are available.
- Colors are consistent with CMYK (Cyan-Magenta-Yellow-Black) or PMS (Pantone Matching System) standards.

ELECTRONIC STRIPPING

We break out the mixing bowl... and arrange your pages.

PROOFING

Now that your dough is in the works, it's time for a tasting! We send you digital and/or printed proofs to let you sample the finished product and make refinements.

PLATING...

...puts the dough onto cookie sheets as the final images go onto a series of metal plates, one for each CYMK color.

PRINT RUN

The plates go into the printing press for “baking”. The printer applies ink in layers – depending on whether it is a 2- or 4-color process job – and at varying consistencies to produce the colors you've asked for.

POST-PRESS WORK

We add sprinkles and icing, according to the recipe, and shape the batch. This step includes trimming, folding, stitching, perforating, collating, and otherwise custom binding for your product.

DELIVERY / SHIPPING

The cookies go into the cookie jar. We package and box the batch per instructions and ship or deliver it to you for everyone to enjoy!

Still have questions? Progressive Printing has answers! Please don't hesitate to contact us!

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