

# WILDCAT exPRESS



NEWS FROM K-STATE PRINTING SERVICES

Winter 2004

– INSIDE –

2- *The Problem with Publisher*

– *K-State Copy Services*

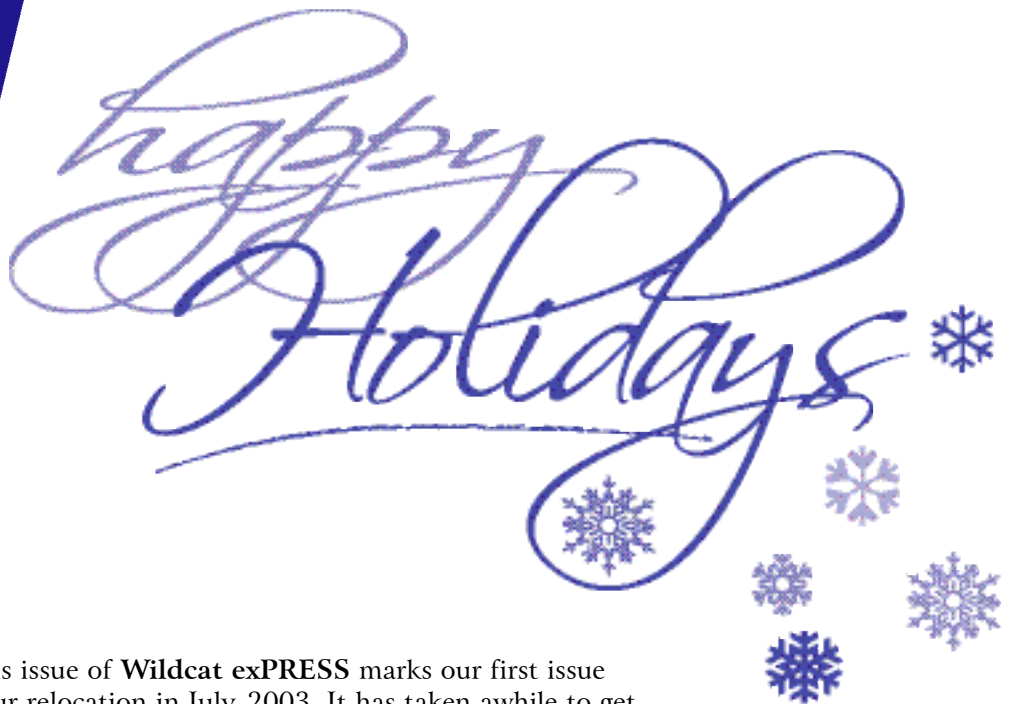
3- *In Recognition...*

– *Proof It...on your computer!*

4- *Do you know what day it is?*

– *Have you checked out our website lately?*

– *Get Your Event Noticed!*



**T**his issue of *Wildcat exPRESS* marks our first issue since our relocation in July, 2003. It has taken awhile to get settled into our new homes, but we are excited about the changes that have taken place in the last 15 months.

For those that may still be unaware, Printing Services actually has two locations. For your convenience, our customer service office is located within the copy center at the Student Union in room 108. You can stop by and visit with Karen and Glenn about your printing projects, orders and estimate needs, as well as have your digital copier jobs printed at the same time. Karen and Glenn can be reached by phone at 532-1526 or 532-0041 and by fax at 532-7303.

The main plant is located at 5980 Corporate Drive in the Tech Park northwest of Manhattan airport, and is a much larger facility, allowing us to stretch our legs and enjoy a more efficient layout in all departments. Along with the more spacious building, we have upgraded our pre-press department to a Computer to Plate system (CTP). This technology allows for high quality offset printing without the cost and labor intensity of the old film method. This system not only streamlines the printing process, but is less expensive. We continue to upgrade to new technologies as funding allows to keep pace with the ever-changing methods of our industry and to provide you, our customer, with the best possible quality and economy for your printing projects.

We encourage our customers to visit our new facility at their convenience (there is plenty of parking). If you need directions to the plant, please stop by the customer service office in the Union for directions and a map.

## ***The Problem with Publisher***

Microsoft Publisher is a great desktop publishing software program that many offices on campus use to create forms, cards, flyers, posters and sometimes newsletters. The program has a variety of templates available to get you started and done quickly. These qualities are great for small in house digitally printed jobs. But when you are printing these types of jobs in larger quantities and on an offset press things start to get a little more complicated.

Here we will try to explain the challenges faced by Printing Services when we get a Publisher file from our clients. Items in *italic* are ways to help lessen the problems faced.

- Publisher is only a PC program. KSPS composition department is primarily MAC based.
- Most files are built in RGB (standard for PC's) and the presses print in CMYK. *Pick colors in CMYK mode or a Pantone color for your spot colors.*
- The fonts do not transfer to the MAC environment. *Be sure to include fonts on your disk also so we can work around missing font issues or use fonts that are "standard" or "common" to both platforms such as Helvetica, Garamond, or Palatino.*
- Images embed into the document. *ALWAYS include original image files so you are assured high quality reproduction. This means all photos AND clipart that you place in the document.*

Printing Services has found ways to circumvent the crossplatform issues that we have encountered, nonetheless the finished product may not look exactly the same as your sample but will look very close. When we have to adjust a publisher file it could add an extra 2-3 days to your project but Printing Services will gladly work with you to print your projects that you bring to us.

We are willing to help you understand the printing process by giving you tours of our facilities and letting you know what programs will help your projects flow through the system faster and with less problems. You are always able to call and ask questions about what we need from you or you need from us.

## ***K-STATE COPY SERVICES***

Duplicating describes all the black-ink and color copies normally made from camera-ready, customer-provided originals at KSPS's high-speed copy centers on campus, at the Union and Hale Library.

Several options are available through automated features of the copy equipment; reduction/enlargement from 64% to 141%, collating, stapling of up to 50 sheets (corner staple, landscape staple, double landscape staple), and two-sided copying. In addition to these the copy centers can also provide you with the following services:

### ***Finishing Operations***

Besides high-volume duplicating, our Copy Centers offer finishing operations. Plastic spiral, Wire, Comb and Unibinding are available, as well as card laminating, collating, cutting, folding, hole punching, padding, saddle stitching, and stapling.

### ***Folding***

We have machines capable of producing letter folds, half folds, and "Z" (or accordion) folds.

### ***Hole Punching***

We can "drill" a document, e.g., for later insertion into a binder. We can punch up to three holes in one pass; 1/4" is a standard size, though we also have 1/2" drill bits.

### ***Cutting***

The number of sides cut (and hence the price) depends on the size of the finished document and the thickness of the paper. Cutting can be provided for cards, forms, pads, tickets, etc. Just ask for an estimate.

### ***Tab Dividers***

We stock white tab dividers. We have 3, 4, 5, and 6 cut in stock but are able to order others if needed. You can have them three hole drilled or undrilled. Just provide the information that you want to have put on the tab and we will set it for you.

### ***Variable Data Printing***

We now offer variable data printing. Variable data printing (or personalized printing) produces a document that is customized for each recipient. You can use variable data printing with many different types of printed pieces, such as direct mail or mail-merge letters, newsletters, promotions, invitations, and flyers. Please call us to see how you can benefit from this great service.

### ***Scanning***

We can convert you paper documents to a digital graphic or text file. This is very convenient if your office is not equipped with a scanner or the proper software.

## In Recognition...

Since the efforts to combat terrorism and free Iraq began, many reservists and national guard members have been called to service. K-State Printing Services employees are no exception.

**Daren Johnson** began working for KSPS nine years ago in our offset press department. Operating one of our small Heidelberg presses, Daren began his career being responsible for producing name cards, forms and letterheads. When called to duty, Daren was assigned to our largest sheet-fed press, a Miller TP-36 printing 4 color booklets, brochures and a variety of other high quality print jobs.

Currently, Daren is stationed in Iraq, where he has been serving since November of 2003.



Another staff member, **Jimmy Jackson**, received his call to serve in October. Jimmy, an employee at KSPS since January, 1994, got his start assisting with the publication of the K-State Collegian. When the printing of this newspaper was taken off-campus, Jimmy was reassigned to our bindery department where his primary duty is the operation of our folders.



After a few of weeks training in Germany, Jimmy will be serving in Kosavo.

Although it has been a challenge to temporarily replace these two veteran employees, we are proud of their service to our country and support them and all of our military in their efforts.

**Ed Scofield**, of our offset printing department, reached a milestone this year by having attained his 40<sup>th</sup> year of service to K-State Printing Service. Some of us may find this fact impressive or at the least, amazing that he has stuck with the same place for so long!

April 17, 1964 was Ed's first day as an apprentice printer. His first job was printing the Collegian when it was still produced using lino-type and hot lead to set the type and a letterpress to print it. In his long career with KSPS, Ed has operated a variety of letterpress and offset equipment. In 1988, Ed assumed responsibility as a printing process supervisor in the pressroom.

In the last 40 years, Ed has experienced many "memorable moments". One of his favorites was in the mid 70's during the "streaking craze". He and other fellow employees were working in the evening when several students entered the basement of Kedzie Hall to disrobe and store their clothing, then began their nude jog around campus. After successfully completing their exhibitionist mission, the students retrieved their clothes, leaving Ed and the others with a story to tell the next morning.

Ed is still at the helm of a Heidelberg press, still producing printing for Kansas State University like he has since he was 19 years old. He plans on serving KSPS for at least 2 more years before retiring to a life of fishing and hunting, two of his favorite past times.

# P

## ROOF IT...on your computer!

We are always looking for ways to improve our service, and our customers' comments and suggestions are always a good way for us to learn what your needs are and how we can make the process of printing your projects more convenient. Proofing your printing project is an important part of the process and we have implemented a way of checking your proofs that will hopefully make your life easier.

Faxing proofs of business cards, letterhead, envelopes and other catalog items has always been a bit problematic. The poor quality of most fax machine print-outs makes reading and proofing small type difficult and results in errors and the need for re-printing.

To address this issue, we are now able to e-mail proofs directly to you. This method allows you to view the item on your screen exactly as it will appear on the finished product, and is much easier to read. An "e" no longer looks like an "o" and vice versa!

E-mailed proofs also save time and money. Typically, you will receive a proof within 3 working days of placing your order, and in the case of business cards, the order will be printed very shortly after we receive your approval. Letterhead and envelope orders are generally printed within a week of approval.

### HOW TO...

When placing your printing order, remember to add the e-mail address for the person responsible for proofing the project. If you have not received an e-mail proof within 2-3 working days, please check your junk-mail file. Sometimes the university's filter will kick our message there. If the proof is not there, then please give us a call at 532-6308.

Faxed proofs are still available, and if you prefer that your proofs be sent to you via fax, please let us know. Although they are not as clear and easy to read as an e-mailed proof, some customers may find it more convenient for their purposes.

If you have any questions regarding our new proofing system for catalog items, please give us a call, or e-mail us at: [printservices@ksu.edu](mailto:printservices@ksu.edu).



Kansas State University  
 5980 Corporate Drive  
 Manhattan, KS 66503

**Do you know what day it is?**

KSPS has our annual large wall calendars available for pick up at the Union office and at the Plant. Stop by and get yours today!



**Have you checked out our website lately?**

Our printing requisitions have been updated. They are more user friendly. Check them out! Go to our home page, [www.ksu.edu/printservices](http://www.ksu.edu/printservices), click on the order forms bar and choose one of the forms. It should automatically open in Acrobat Reader (if it is installed on your computer). You can then fill it out on your computer, print it out and fax it to us.

You will notice one big difference to the forms. There is a place for you to put in your email address. KSPS is now implementing *digital proofing* with PDF files for stationery items and business cards. This process helps to speed up the production and is also more accurate in some instances than proofs that you may have gotten before by fax.



**GET YOUR EVENT NOTICED!**

**Large Format Color Printing**

Copy Services purchased a new HP 5500 in May and has been outputting some phenomenal posters *and* banners. Our new front end system has taken almost all of the problems away that we had with the previous wide format printer system. We have a high quality gloss or matte finish paper, and also a quality vinyl for custom banners for special events. We can also add grommets for easy hanging. We can print posters up to 58" wide and any length, please call about the vinyl. In most cases, 24-hour turnaround is available.