

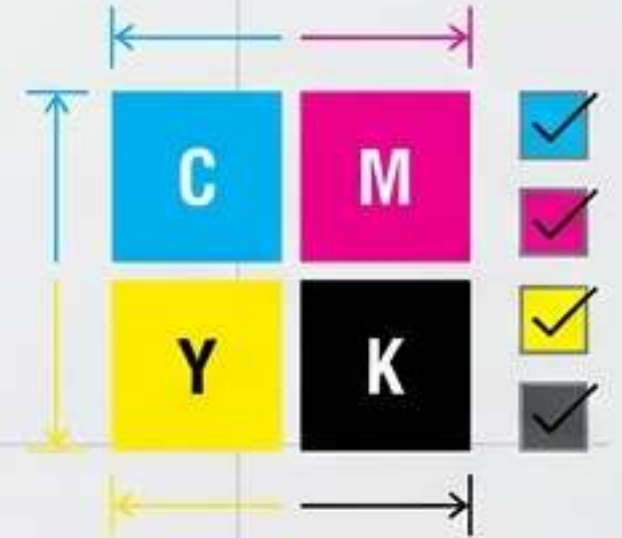
The Strategic Buyer's Blueprint

A Complete Guide to Procuring Custom Commercial Printing

SPEC SHEET: STRATEGIC PROCUREMENT

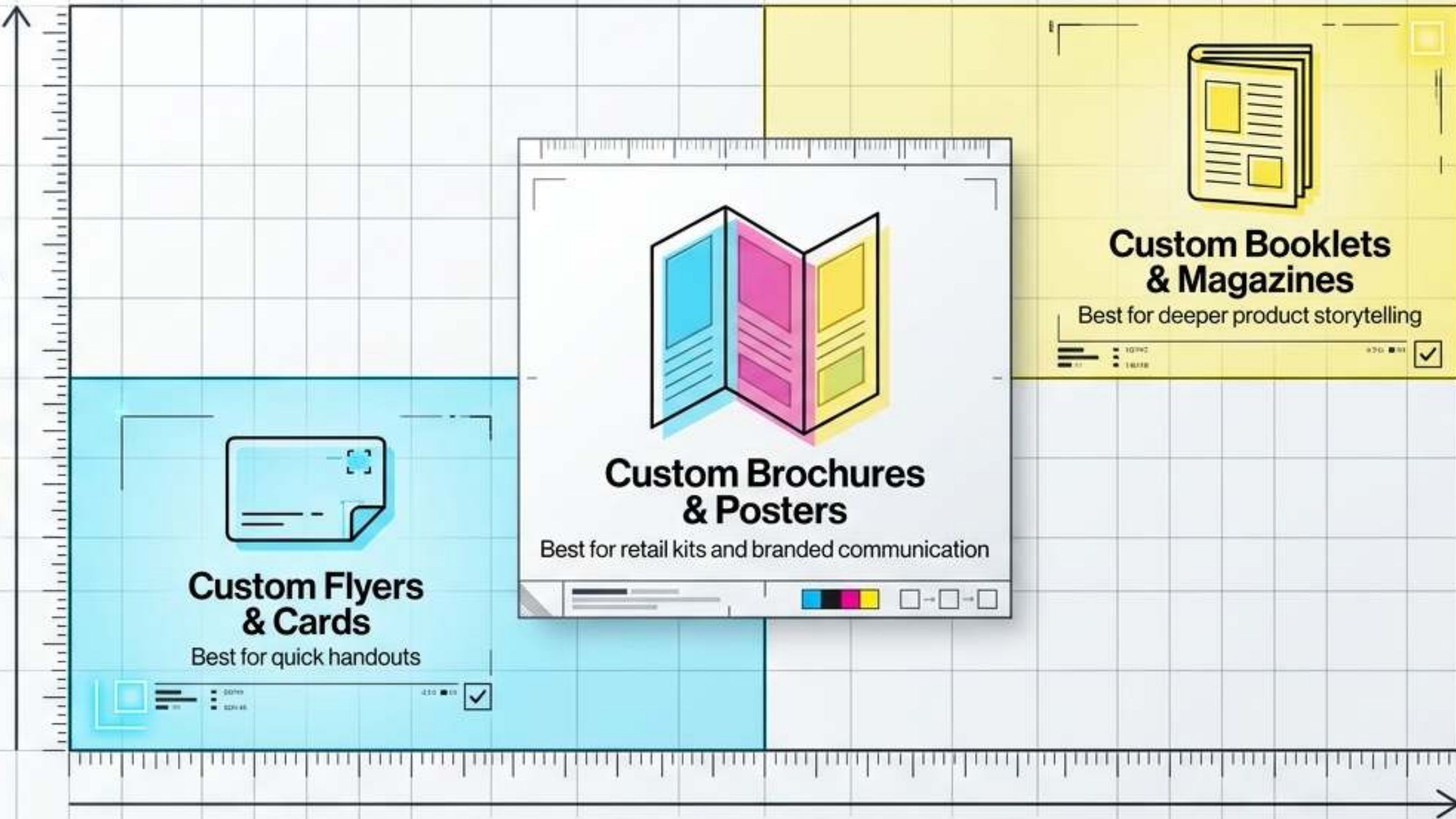
- ☒ **PRINT PRODUCTION KNOWLEDGE:**
ESSENTIAL 
- ☒ **VENDOR QUALIFICATION:**
CRITICAL PATH 
- ☒ **COLOR MANAGEMENT:**
ACCURACY VERIFIED 
- ☒ **COST EFFICIENCY:**
OPTIMIZED 

PRECISION ALIGNMENT:
100% TOLERANCE

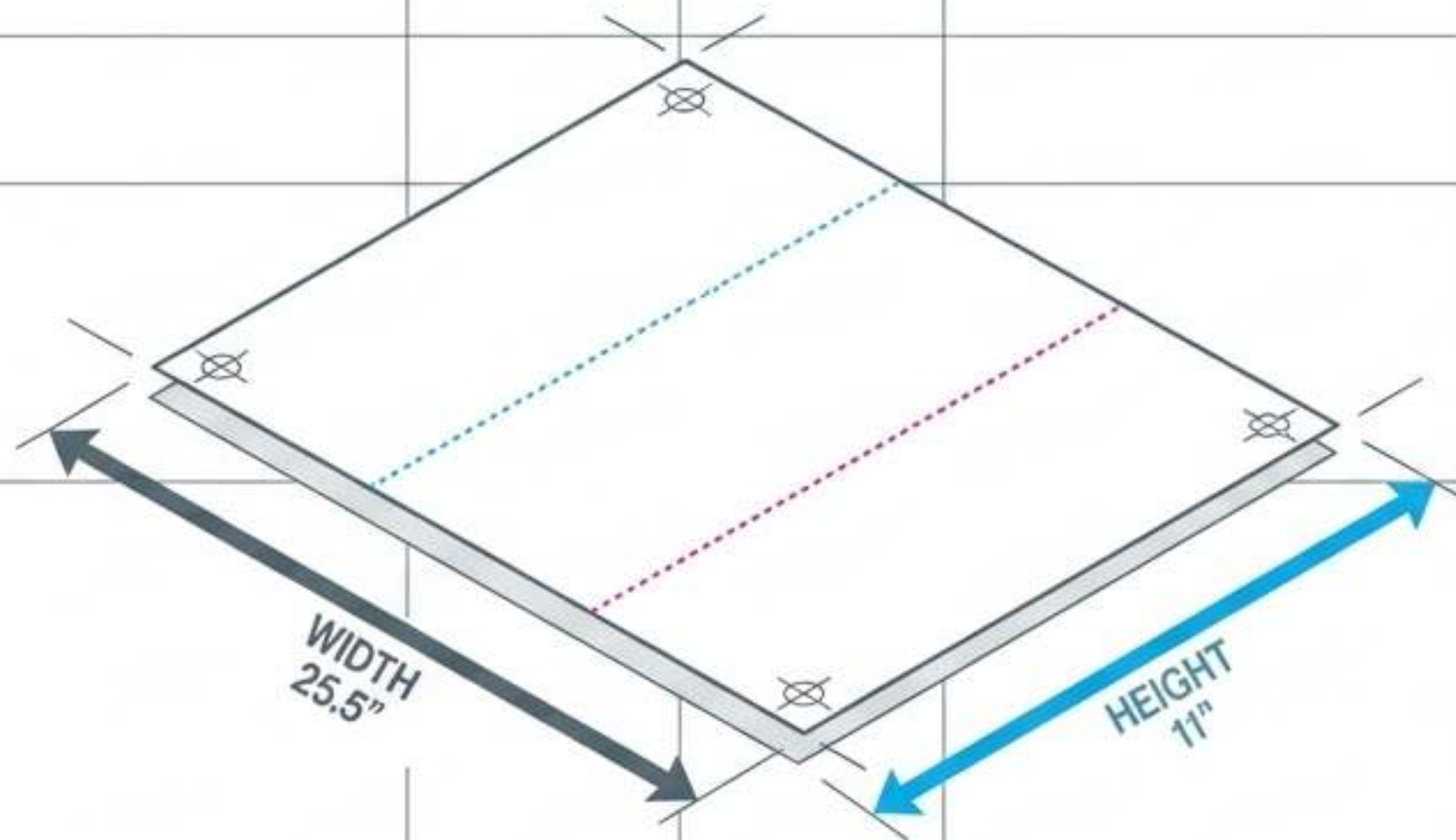


MASTER BLUEPRINT: PRINT-READY SPECIFICATION v1.0

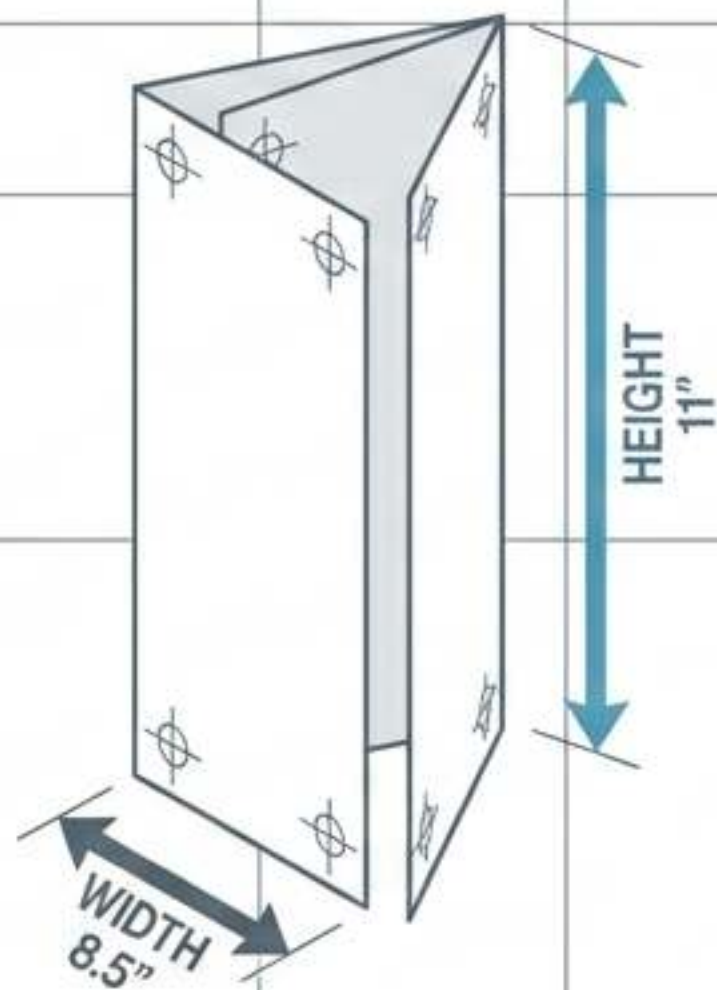
Information Depth



Expected Lifecycle / Retention Time



FLAT SIZE

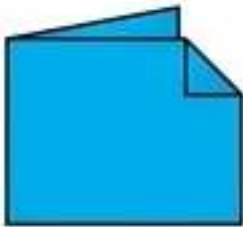
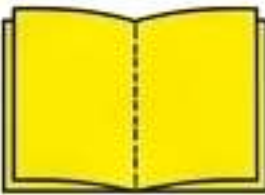
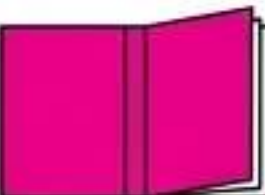


FINISHED SIZE

Step 1 Structural Mandates

- ☐ Define Flat Size
- ☐ Define Finished Size
- ☐ Determine Number of Folds
- ☐ Confirm Total Page Count

Match Materials to the Expected Use Cycle

The Lifecycle	Paper Weight	Coating & Lamination	Binding Options
☐ Single-Day Event	 Thin / Lightweight	Gloss/Matte for basic protection  	None / Folded 
☐ Monthly Retail Display	 Medium / Standard	UV/Soft-Touch for premium durability  	Saddle Stitch 
☐ Multi-Year Reference Catalog	 Thick / Heavy Duty	Heavy lamination for frequent handling  	Perfect Bound 



Critical: Confirm coating, lamination, and binding specifications before requesting pricing.





1 Format Rule

- All artwork must be exported as Print-Ready PDF.

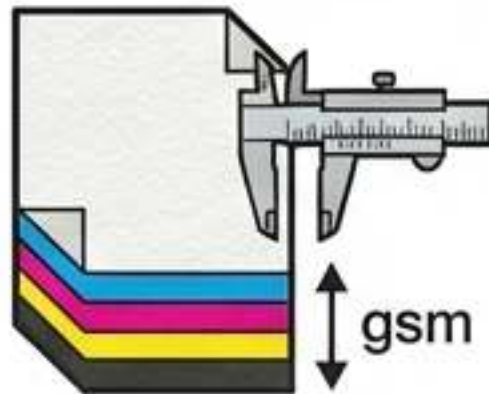
2 Color Rule

- Enforce strict CMYK color profiles for all color-critical artwork (RGB will shift on press).

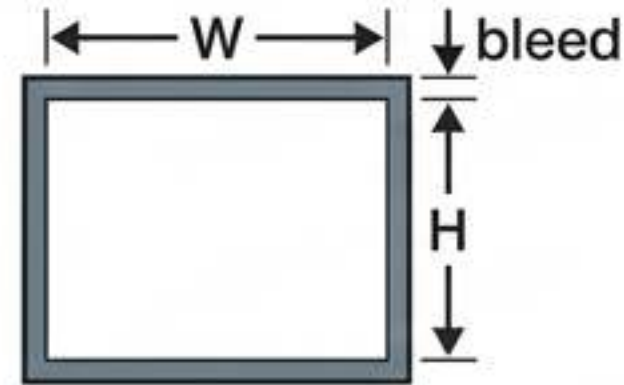
3 Layout Rule

- Ensure artwork page counts mathematically match the selected binding method.

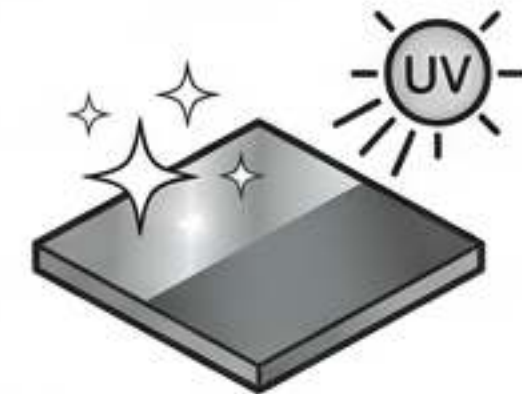
The 6 Drivers of Commercial Print Pricing



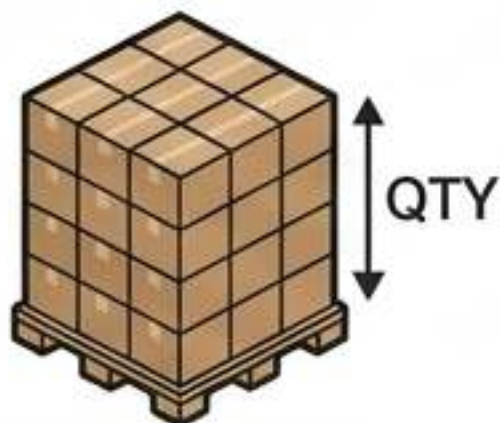
Material



Size



Finishing



Quantity



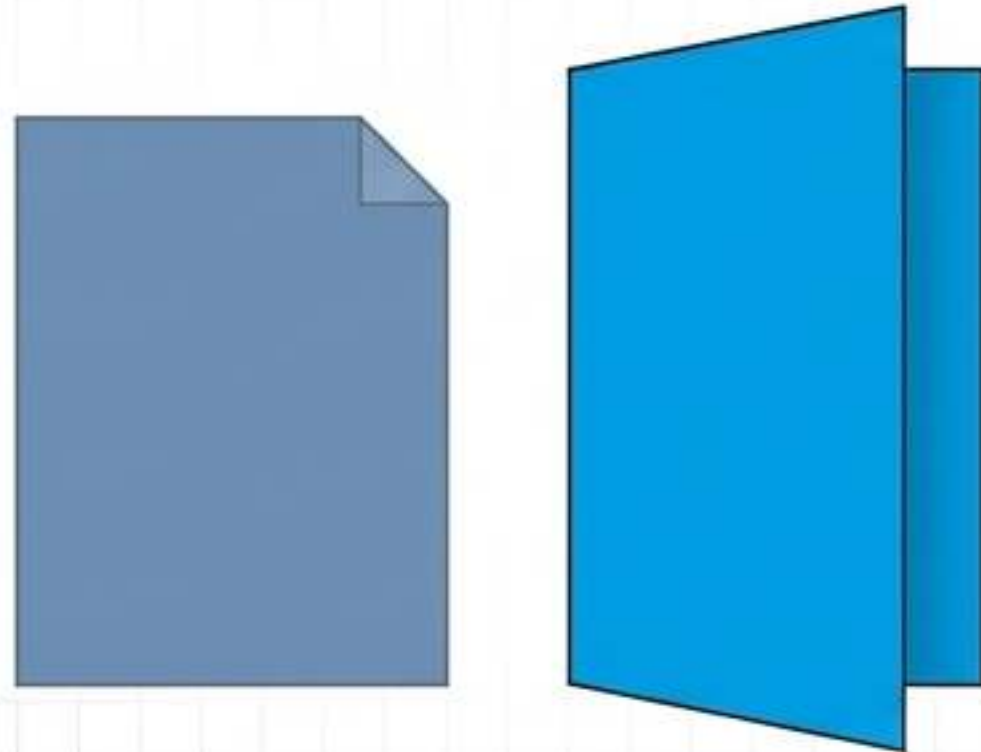
Packaging



Artwork Complexity

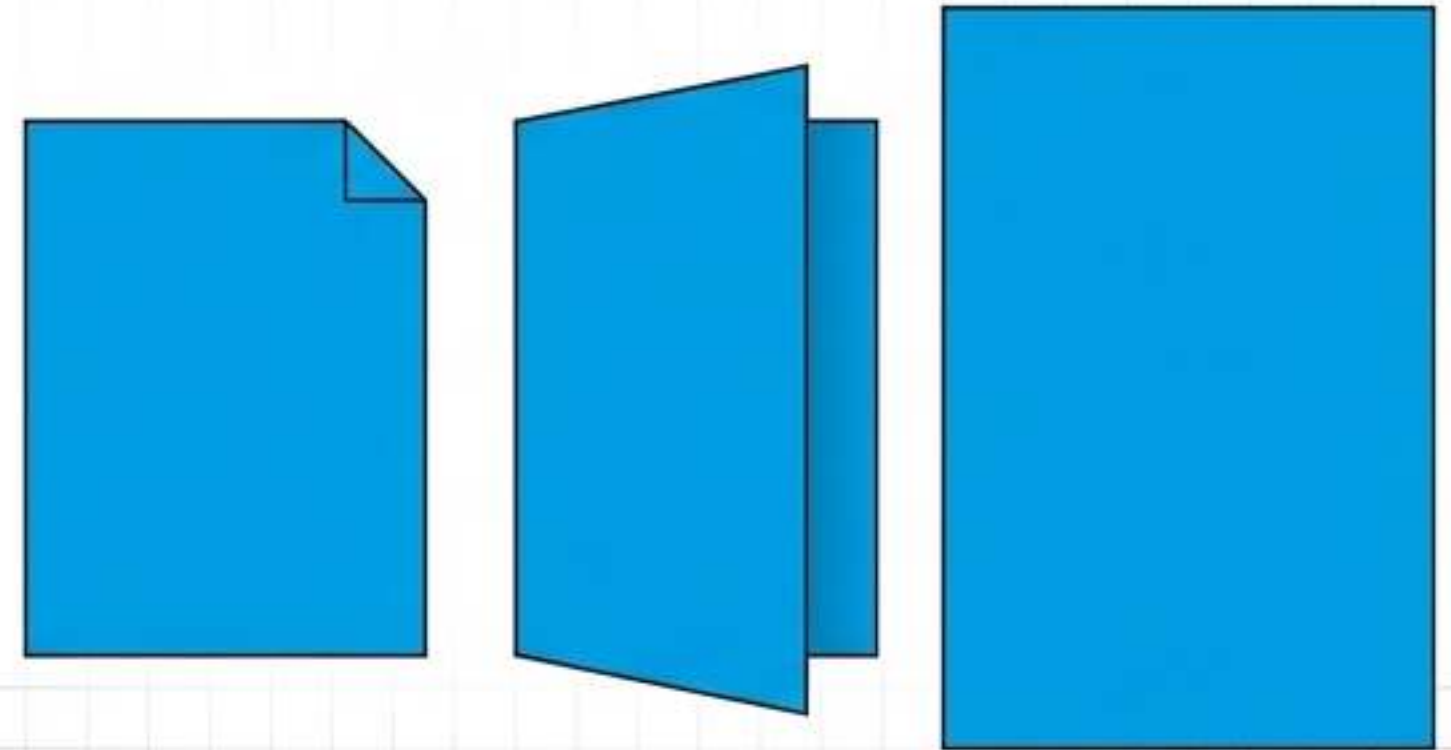
Adjusting any of these variables requires a revised quote.

Split Batch RFQs ❌



Risk of inconsistent brand colors
across different press runs.

Master RFQ Batch ✔️



Group related printed pieces into ONE Request for Quote (RFQ)
when color consistency matters across campaigns.

Can I request samples?

Yes, but execution depends on three factors:

Material

Is the custom paper stock available for a short run?



Tooling

Does the die-cut or custom fold require upfront physical molds?



Print Method

Can the bulk printing technology be replicated economically for a single proof?



Always ask about **sampling before bulk production if physical appearance is critical to your project.**

The Ultimate RFQ Readiness Checklist

☐

Structural dimensions (Flat Size, Finished Size, Folds) are locked.

☐

Material, paper weight, and specific coatings are confirmed.

☐

Artwork is finalized in a Print-Ready CMYK PDF.

☐

Color-critical campaign pieces are grouped into a single request.

☐

Final quantity and specific packaging requirements are clearly stated.

Check these 5 boxes to unlock swift, accurate pricing and avoid production delays.