

Print made *easy* fact sheet

Tips and hints to make print as easy as it should be

computer to plate

This sheet provides information on the speed and cost advantages of CtP (Computer to Plate) technology over traditional film separations.

> HOW? > TIP > GUIDE

CtP – speed and flexibility

Film is dead! At Blueprint we consider film separations to be last century's technology. As one of the early adopters of direct-to-plate processing, Blueprint has led the way in streamlining the process of getting your digital artwork onto our printing presses with a minimum of fuss. Too easy!

To save you time and money, Blueprint has taken a step out of the traditional process by going directly from your artwork on disk – to the print-ready plate (that's the bit that puts the ink on the paper).

Blueprint Computer to Plate (CtP) saves you at least 1 day on any given print job, gives you a better-looking end-product and totally eliminates the cost of film.

Working with Blueprint CtP will change the way you think about print forever.

Cost Effective

No film separations means no film costs.

Our quoted print price is all-inclusive from disk to finished job including proofs. If you are comparing our print price with another printer, ensure their quoted price includes film separations and all other pre-press costs. This will ensure a truer comparison.

All our jobs incur a small prepress charge to cover the cost of preparing your artwork for CtP, which is already included in your quotation. Our experience has shown our CtP process to be a fraction of the cost of film separations, chemical proofs and plates.

...Once you start using Blueprint CtP you'll never look back.

Streamlined

At Blueprint, our entire prepress process is in-house. By prepress we mean the preparation of your digital files into something that can be printed on an offset printing press.

Before CtP you would have had a film house involved in turning your digital artwork into film separations, which would then need to be turned into printing plates.

Dealing with Blueprint cuts this entire process from your printing project saving you time, money and the complications which often arise as artwork changes hands between suppliers.

Fast

Our totally digital workflow allows us to turnaround the prepress and therefore the printing of your job in previously unheard of times.

We've removed the need for couriers shipping disks and proofs around town. Our website has an artwork upload facility and we can email you electronic proofs, eliminating the time and expense of film.

No film
No bureaus
No couriers
No fuss
...*too easy!*

Flexible

Previously, changes to your job required new film and new proofs adding time, complexity and cost to inevitably tight deadlines. With CtP you can make as many alterations and changes to your electronic proof without incurring the costs of new film.

This is a huge advantage considering the cost of re-running film and the frequency with which mistakes are picked up during the proofing process. With Blueprint's CtP process, there is no longer any reason to panic when those last-minute corrections come through. It's all ...*too easy!*

Blueprint's digital workflow process

Step 1

Your job exists on your computer. It has been approved and is ready to go to print.



Step 2

Upload your digital file via our website. For details about how to do this see Fact Sheet 2, "The Blueprint process", or visit our website. Go to the upload page and follow the prompts.

Advantages – Fast, no courier costs



Step 3

We prepare a digital proof and email it to you.

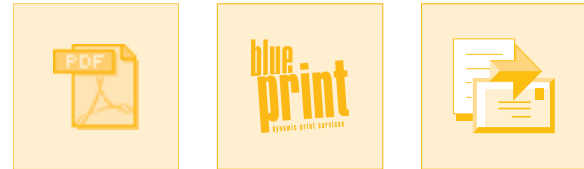
Advantages – Fast, no film or chem proof required, no courier costs.



Step 4

If you have corrections, we make changes and create a new digital proof for your approval.

Advantages – Fast, no re-running film and no time-consuming couriers.



Step 5

Email or fax us an OK.

Advantages – Fast.



Step 6

Plates output, printing and finishing.

Advantages – No film, lower costs, better quality.



Step 7

Sort Pack and Deliver.

Advantages – Speed and convenience.

