

## Print Policies, Procedures, & Overviews

### Production Process

To begin any job with Formetco Print and Display, contact one of our Product Specialists who will be your primary contact throughout your project. Your Product Specialist will listen to your needs and guide you through the services we offer. When a plan has been agreed upon, your Product Specialist will check our production schedule, discuss your project timeline, and enter an order with your project specifications. All orders are subject to our Terms & Conditions located at [www.formetco.com/printncreative.html](http://www.formetco.com/printncreative.html).

Once your order has been entered, your Product Specialist will inform you about the type of artwork you will need to upload to our server (see our Artwork Submission Guidelines) the upload process, and give you an order number. When we receive your artwork with its assigned order number, your order and all supplied artwork will be examined to ensure that they contain the information needed to complete your print project.

Your artwork will be converted into a format that is readable by our printers. A proof will be produced and sent to you for approval. The proof will be an accurate representation of the final printing according to the limitations of the type of proof you request (e-mail, hard copy, or substrate). If revisions are needed, additional creative charges may apply. We will contact you prior to proceeding. Once you have approved the final proof, you will be responsible for the cost of correcting any errors present on the final proof. Upon our receipt of final proof approval, we will proceed with completing your order.

### Standard Turnaround Time

Our standard turnaround time is 5 business days after we receive approval of the final proof. If our production schedule permits, we will shorten the turnaround time to meet your schedule.

### Creative Services

Our Creative Services department provides professional design services and manages the acquisition, processing, and production of artwork. Artwork submitted from an independent artist must meet the requirements listed in our Artwork Submission Guidelines. Non-conforming artwork may delay your print order and result in additional charges.

### Additional Creative Charges

Standard job preparation time is included in the price for each order, covering basic artwork conversion using artwork submitted in accordance with our Artwork Submission Guidelines. Additional creative charges will apply for other Creative Services such as design, art retouching, photo manipulation, logo or artwork creation, and image library research. Contact your Product Specialist for information about these additional Creative Services.

### Rush Orders

We can accommodate Rush Orders as short as a one day turnaround depending upon our production schedule. An additional charge for Rush Order service will be added unless we can accommodate your order without significantly disrupting our production schedule.

### Substrates

We use industry standard substrates designed for outdoor use. We can also provide special order substrates to meet specific needs, or you may provide us with a specific material for printing.

We currently stock the following:

- BlackBack
- Seamless Flex
- 3M (Formabond, or adhesive for PSA)
- Mesh
- Backlit

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### Resolution

We are capable of printing up to 360dpi. Standard billboard prints are usually printed at 70dpi but consistent color and greater detail can be achieved using higher resolutions. Your Product Specialist can help determine the best resolution for your project.

### Bleed, Wrap Line, & Pockets

Standard installation on most signs is referred to as a C-System. The C-System has approximately 3" of wrap on all sides of the sign, industry standard 3" pockets, and a wrap line to assist installation. This wrap is a thin blue line on the proof. It will print but will not be visible on the display area of the sign. Our adhesive substrates, such as Formabond, do not require bleed (wrap) for installation and do not have a wrap line.

### Proofs

Typically, we will provide you with a proof via e-mail, which is not color accurate, or a hard copy proof, which is generally color accurate. Hard copy proofs will vary somewhat from CMYK equivalents to Pantone® colors. If your print project requires a true color match, you must request and approve a substrate proof. Substrate proofs will result in an additional charge. Re-proofs resulting from a Formetco mistake will be made at no additional charge. However, re-proofs required by your changes or errors, will result in an additional charge.

### Grievance Procedures

Occasionally, unanticipated problems arise with an order. As soon as you learn of a problem, contact your Product Specialist to notify us of the problem. Tell the Product Specialist what happened, if you feel it is Formetco's responsibility, what is needed to correct the problem, and how soon the correction is needed. If you need immediate action, your Product Specialist will schedule a correction order at full price and rush the order through to final printing. After we receive the information we need about the problem and it appears

### Grievance Procedures (cont.)

that we were the cause of the problem, your account will be credited accordingly. Whether you need immediate corrective action or can wait for a reprint or other corrective work, we will investigate the problem and inform you whether we believe the problem is our or your responsibility. We will take responsibility when: (a) There is an obvious error by us (e.g., wrong version printed, ink non-adherence, etc.); (b) Color match to approved proof not within acceptable range; (c) Significant fading or image degradation not caused by extreme atmospheric or man-made conditions occurred within 12 months of printing.

We will not accept responsibility when; (a) There is an obvious error on your part (e.g., submission of incorrect artwork, notification of a change after the job was printed, proof approved in error, etc.); (b) We matched an approved proof within acceptable range; (c) The problem was reported to us more than 12 months of printing; (d) The job was color critical but you did not approve in writing either a hard copy proof or a substrate proof; (e) Other causes or conditions beyond our reasonable control caused the problem. If the cost of a reprint will not be covered by Formetco, you will be given an explanation why and asked how you wish to proceed.