

Copresco provides the answer...

For Solving a Fundraiser Production Dilemma

Finding a printer for a 12-page fundraising program book with a four-color cover and eight-page black & white body should be a cinch.

Just take it to Kinko's or OfficeMax, right? No way—there's a lot more to it than that.

Especially when you're dealing with a project with a host of last-minute copy and artwork revisions, a tight delivery deadline and print quantities that change each day.

A Cost Factor

Add budgetary restrictions for a charitable organization to the mix, and you have the dilemma facing the Rotary Club of Elmhurst.

The club was hosting a benefit to raise funds for its community and humanitarian service programs.

Classy Four-Color Work

The program book featured a full-color, full-bleed cover with artwork depicting the theme: "Spotlight on Rotary: Dancin' with the Stars."

The body contained information about the evening's activities, details of the club's service projects, a page recognizing sponsors and contributors as well as a listing of the charitable organizations that the club supports.

The Best Choice

The project—originally planned for offset printing—didn't work out due to the fast-approaching deadline and the cost factors. So, the planning committee determined that Copresco's digital on-demand printing was the best solution to meet deadline, budget and quality requirements.

Quick Change Artistry

The ability to make changes quickly played a major role in the production of the program.

PDFs of the job were prepared by

graphic designer Paul Weisel and uploaded to the Copresco website.

However, in double-checking the PDFs, the program committee chair found a mistake that had been made on an original Word file.

Copresco's production staff quickly corrected the mistake, and a dummy of the book was prepared for approval.

Not Quite Ready

A critical mistake was then found while checking the printer's proof—the name of an important charity that the club supports was missing.

Another fast correction was made on the spot in the Copresco plant, and the job was okayed for production.

Then 250 copies of the book were printed, saddle stitched and shipped within 48 hours—two days ahead of the delivery schedule.

Another Prime Example

"It's a tough assignment for a busy volunteer to meet a deadline like this while working under pressure. It's human nature for service organization members to wait until the last minute to make reservations and meet copy deadlines," says Copresco president and CEO Steve Johnson.

"In some cases, delays may actually be beneficial to an organization. In a digital workflow, last-minute changes can be easily accommodated without the high cost of making corrections for offset printed jobs."

Doing It Right

"For Copresco, it's what we do every day. Produce high-quality digital work on extremely tight time schedules at competitive prices," Steve added.

"Short-run jobs like this are often misplaced with conventional printers that can't compete due to time frames and cost restrictions. But, they make perfect case-study examples for digital on-demand."

The Place to Call

So, when you need a program for your fundraiser, or books or manuals for a major project, call the digital technology leader. Call Copresco.

Lite's 20th Anniversary

Copresco believes in the power of the printed word. That's why we have designed, produced and mailed *Overnight Lite* first-class for nearly two decades.

We celebrate the 20th anniversary of publishing the newsletter in August.

Our Mission

Our main goal has always been to combine tasteful humor with helpful information and industry news.

Since the dawn of the information age, we have been committed to keeping you up-to-date with the latest advances in digital technology and printing on-demand. Last month's PDF-X story is a good example.

Added Color Appeal

Originally a black & white piece, *Lite's* first venture into color was in 1997. We began publishing in full color monthly in 2002.

Check Our Website

The newsletter is posted on our website in HTML for fast downloading, and in easy-viewing PDF in its graphic format. Archived back issues for many years are available for your review.

Let's Hear from You

We welcome your questions, ideas suggestions and jokes. Just drop us an e-mail note.

<http://www.copresco.com>

(630) 690-2000 • Fax (630) 690-8182



Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

I voted for change, and guess what?



After taxes, it's all I have left.



Tax Time: that time of the year when they tell you what to do with the money you already did something with.



I think I'm having a midlife crisis. I got a reality check, and it bounced.



The deli owner down the street was audited this year—it turns out not all his deductions were kosher.



Ethics: the ratio of morality divided by profit.



On a densely foggy day, a hiker fell over a cliff. His companion, peering into the cloud, called down, "Are you all right?" "Yes, I'm all right," came the answer through the fog. "Are you sure you don't have any broken bones?" "No, no broken bones." "Well then, why don't you climb back up?" "I can't," came the reply. "I'm still falling."

My brother-in-law has been thrown out of so many restaurants, they named a doorway after him.



He decided that instead of trying to do something and failing, he'd try to do nothing and succeed.



RAIN DANCE FRIDAY NIGHT – WEATHER PERMITTING.



A hiker was arrested and taken to court for killing a condor, a protected species. "Please, judge, be lenient," the hiker begged. "I had been lost for three days, so I killed the condor for food. Then I wandered three more days before I found my way out. If I hadn't killed the condor, I surely would have died alone in the wilderness." The judge agreed that those were certainly extreme circumstances and set the hiker free. "By the way," he asked as the hiker was leaving the courtroom,



"what does a condor taste like?" The hiker thought a moment, then responded. "It's somewhere between a spotted owl and a bald eagle."

Here's a driving tip for those of you who drive on the freeways: if you ever rear-end the car in front of you, your first move should be to turn off your cell phone.



Elephant: a mouse built to government specifications.



Life isn't cheap, but it does include unlimited free trips around the Sun.



Show me a good loser, and I'll show you someone playing golf with his boss.



In my father's will it states that he is to be cremated and that 35% of his ashes be thrown in an IRS agent's face.



Life: a do-it-yourself project.



Overnight Lite is published monthly by Copresco for the edification and amusement of our clients and friends.

Subscriptions: Subscriptions to *Overnight Lite* are complimentary and available only within the United States of America. To subscribe, visit www.copresco.com/lite.htm

Submissions: Reader comments, suggestions and submissions of both humorous and technical material are welcomed. Submissions will be fully credited if requested.

Postmaster: Send address corrections to Copresco's *Overnight Lite*, 262 Commonwealth Dr., Carol Stream, IL 60188

Copyright: All contents ©2009 Copresco. All rights reserved.

ISSN 1930-2274

Copresco

262 Commonwealth Drive
Carol Stream, IL 60188-2449
phone (630) 690-2000 fax (630) 690-8182
<http://www.copresco.com>