

General/Company

What is your phone number and operating hours?

You can call us at **0800 542 0700** from 9am to 5pm Monday to Friday.

You can send an email at any time to: info@printel.co.uk

What about privacy and security?

No information we collect for order processing or from enquiries is shared with any other company or website. Your information is only used to contact you when necessary. Credit Card information is only used to bill you for products and services ordered. Our secure shopping cart uses the latest secure server technology. Your order is submitted and retrieved with a secure connection to our server and remains secure at all times.

Most experts consider that ordering securely on the internet is as safe or safer than giving your information over the phone or to stores. Most cards have a Zero Liability policy for internet use and limit your liability in the case of fraudulent use of your card.

Products/Ordering

Can I order spot colour printing from you?

We suggest you get the best value for your pound and go for full color where available, instead of spot colours. Certain products are only available in spot colours eg. many of our promotional items like pens, latex balloons and clocks etc.. If you are unsure please ask. Spot-color litho printed jobs will generally be converted to four-color process equivalents before printing. If you need us to produce print using spot inks, you should click on our 'ask the expert' link and request a bespoke quote and specify the Pantone® Colours that you require.

Can you print jobs that are different than the standard formats that you offer on your website?

Yes our website displays many of our best selling items but we design and-print virtually any item. Use our form on the Ask the Expert Link (Home Page) to request a quote on any job that doesn't fit our standard formats.

How do I order multiple pieces?

To keep things simple, please place a separate order for each different printed piece you want produced. For example, if you want 3 different A4 leaflets, please place 3 orders. Obviously, the price for 5,000 of one brochure is not the same as the price for 1,000 each of 3 different brochures.

What kind of paper will my job be printed on?

We have several paper types available, depending on what you are ordering. The individual pricing pages show available options. If you are looking for a particular paper type just ask.

How well will my job match what I see on my monitor?

Most people are surprised at how well their job matches what they see. But because of wide differences in monitor calibration and the different technologies used, some printed colors may not exactly match the colors on your specific monitor. Please see our RGB - CMYK Information page for important instructions on getting the results you want. Our Design Hints page has additional information and illustrations.

Will you match a sample I print out on my own printer, or a previously printed sample?

At Printel®, part of the way we offer fast turnaround and low pricing is by printing to a "pleasing color" standard, using standard ink densities. Therefore, there is no guarantee that your finished piece will approximate your printed sample. This is due in part to the widely varying results from different output devices including inkjet and laser printers, continuous tone proofing devices, high-resolution film-based proofs, and different than true offset lithography. Even from one commercial printing firm to another, there can be significant differences in results. In particular, inkjet and laser prints are known to look substantially different than true offset lithography.

If you require precise color match, please contact us to arrange for a digital color proof. Once you approve the additional fees we will produce and send you a hard proof. When you approve and return the proof, we will strive to match the color of the proof when printing your final piece.

Bottom line: the final product we produce for you is unlikely to match the output from your inkjet -- it will look more professional!

Is there a discount if I re-order my job?

Yes, exact reprints will be charged less. But notice how little additional copies cost. It's much cheaper to print a few extra the first time. To place a reprint order, simply log onto your account and go to your order history page, click on the item you need more of and enter the quantity and other specifications as usual. tell us if it is an exact repeat or an amended repeat order and your previous order number. Enter in your billing and shipping information and we will post a proof for you to approve right away! (This guarantees that we are reprinting the job you want.)

How do I place an order and have my graphic designer upload my files separately?

When you place your order, select the "no artwork charge applies" option. When you confirm your order you will be given an order reference. Please quote this reference when you send your artwork to us. Give your designer your order number and have them send us artwork (see artwork specifications on downloads page) via email to studio@printel.co.uk. or on CD Rom to:

Printel®
The Old Grammar School
23 Derby Road
Farnworth Village
Widnes
WA8 9LG

Do not have them upload the files without your order number, or we may not be able to match them with your order. If your files are too large to email use an FTP site: www.yousendit.com which is free and allows very large file transfers.

How long does it take for me to get the proof of my job?

Once you have placed your order, you should get it within 3 business days after we receive your electronic files.

How long will it take to get my order?

Please check the specific product ordering page for available turnaround times.

How can I get my order even faster?

Our standard service is quite fast. For certain products It may be possible to pay a little extra to improve delivery times. Please ask for specific details.

Shipping Services

Our online shipping prices are valid within the United Kingdom. We are also happy to ship to you anywhere around the world. Please provide us the exact shipping address (street address if available), along with the quantity and product type you want to order, and we will let you know the additional shipping costs. Please note that some services are not available to all countries.

Will I always receive exactly the quantity I order?

Most of the time, we ship you slightly more than you ordered, free of charge. On occasion, we ship slightly fewer pieces than you ordered. Printing industry trade standards allow for underages of up to 5%. If you plan to send your print order to a mailing list or need a guaranteed quantity, we recommend that you order 5% over the minimum quantity you need.

What if I want to change something on my order after I've placed it or approved the proof?

We require an electronic "paper trail" for all changes made after your initial order is placed. You may make changes to such things as quantity, shipping method, or shipping address by emailing them to admin@printel.co.uk and calling the office on **0800 542 0700**. Please note that some changes cannot be made after certain stages in the production process -- for instance, the quantity cannot be changed once your job has been printed.

How well will my job match what I see on my monitor?

Most people are surprised at how well their job matches what they see. But because of wide differences in monitor calibration and the different technologies used, some printed colors may not exactly match the colors on a your specific monitor. We do our best to make your job look good.

What is the difference between the RGB and CMYK color space and why does it matter?

RGB refers to the primary colors of light, Red, Green and Blue, that are used in monitors, television screens, digital cameras and scanners. CMYK refers to the primary colors of pigment: Cyan, Magenta, Yellow, and Black. These are the inks used on the press in "4-color process printing", commonly referred to as "full color printing".

The combination of RGB light creates white, while the combination of CMYK inks creates black. Therefore, it is physically impossible for the printing press to exactly reproduce colors as we see them on our monitors. Many programs have the capability to convert the layout/images from the RGB color space to the CMYK color space. We request that you convert

your colors from RGB to CMYK if your tools allow you to. By doing it yourself, you have maximum control over the results. You may notice a shift in color when converting from RGB to CMYK. If you do not like the appearance in CMYK, we recommend that you make adjustments while working in CMYK (usually lightening). Generally, you should specify CMYK color builds that look a little lighter than you want, since the dots of ink "fatten up" on press, giving you more pigment on paper than you see on your monitor. Be especially careful to keep backgrounds light if there is black or dark colored text over it, so that the text remains readable. See our RGB and CMYK Information page for more details.

How should I take pictures with my digital camera?

Digital cameras are wonderful tools that allow us to capture our images in many different ways. The camera is designed to actually take three pictures; one in red, one in green and the other in blue (similar to the way a projection TV works). It then combines the colors together and saves the image onto the picture card. It is very important to make sure that the camera is set to the highest quality setting possible. This means that if you can only save one image on the picture card instead of 12, 64 or 128 images, then this is good! You want to create the best quality picture that the camera can make. This will mean large file sizes and slow downloads from the camera itself, but it will get you the best possible results from your camera. Remember, images should be at 300dpi in their final size in the layout!

More often than not, we notice that images that come from digital cameras print darker than expected on the printing press. Check to see if you have a brightness option in your image editing program to lighten the entire piece. If you have the opportunity to change the color space from RGB (red, green, blue) to the printing press colors of CMYK (cyan,

magenta, yellow, black), then do so! It is always better to have you change the color space if you can, than for us to do it.

How can I tell what resolution the image from my digital camera is? Some digital cameras will let you know what the image resolution is, while others will tell you what the pixel dimensions of your image are. If you know what the pixel dimensions of your images are either from the camera itself or through the image editing software, you can do a little maths to determine the resolution, and the size you can print the image at for clear and crisp printing.

Simply write down the pixel dimensions of your image and divide those numbers by 300 if the image does not include text and 400 if the image does include text. For example: An image without any text has a pixel dimension of 600 x 900 pixels. Once each dimension is divided by 300 the result is 2 x 3 inches. This means that you can use this image at 2 x 3 inches or smaller in your layout for quality printing results.

If your image editing software does not tell you what the pixel dimensions are, but it does tell you what the resolution is, then you know the maximum size you can use that image in your layout. We recommend that images be at 300dpi in their final size in the layout and 400dpi if the images include text. Please keep in mind that resolution and physical dimensions are in direct proportion to each other. If you have an image that is 2x2 at 300dpi and increase its size in the layout to 4x4 the new resolution is now 150dpi. So remember, when you bring an image in to your layout you can shrink it down in size (because the resolution will increase) but you will be limited as to how far you can increase it in size.