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## NEWS

### New USPS Rules for Folded Self-Mailers

The U.S. Postal System (USPS) will soon be implementing new rules for folded self-mailers (FSM) and unenveloped mailpieces. Heeding these new rules will help to ensure you continue to receive automated letter rate discounts.

The changes are a result of a three-year study the USPS conducted with assistance from the mailing industry. The study's goal was to develop new standards that would improve the handling and physical integrity of FSMs as they go through high-speed processing equipment.

Although the full ruling has yet to be published, a link to a PDF of the USPS quick reference guide, "Folded Self-Mailer Reference Material," can be found on our website. Here are some brief highlights of the proposed ruling:

- **Length** — minimum 5 inches and maximum 10.5 inches.
- **Height** — minimum 3.5 inches and maximum 6 inches.
- **Weight** — minimum up to 1 ounce for 70# text and more than 1 ounce for 80# text, and maximum up to 3 ounces.
- **Panels** — maximum of 8 (e.g., a single sheet folded in half equals 2 panels, a single sheet folded in thirds equals 3 panels, two sheets folded in half equals 4 panels). (Note: Both sides of a panel count as one-and-the-same panel.)

## GREEN

### Why Print is a "Responsible" Choice

By Margie Dana

Margie Dana is a writer, speaker, consultant and event producer, and the founder of Print Buyers International. This is an excerpt from one of her weekly "Print Tips" columns that she published on October 8, 2011, entitled "In Defense of Print: 10 Great Resources." You can find the full Print Tip on our website as well as hers at: [www.printbuyersinternational.com](http://www.printbuyersinternational.com).



More and more, print specifiers feel pressured to defend print as environmentally friendly. They need facts at their fingertips when building a case for print. Today, I want to share just 10 resources you can access immediately to help you articulate why print is a "responsible" choice. These are in no particular order. This list is NOT comprehensive – but I had to start somewhere. Your comments and additions are most welcome.

**(01) Paper Because** campaign by Domtar Paper ([www.paperbecause.com](http://www.paperbecause.com)) — Highlights the key role paper plays in our lives and the reasons why it's an environmentally sound choice.

**(02) Rediscover Print** by the Printing & Imaging Association of Georgia Educational Foundation ([www.rediscoverprint.com](http://www.rediscoverprint.com)) — Committed to searching out credible info, case studies, and statistics about print to expose you to the trends and tactics that help make a positive impact in your communications.

**(03) Print Grows Trees** by the Printing & Graphics Association MidAtlantic ([www.printgrowstrees.com](http://www.printgrowstrees.com)) — An educational campaign that uses facts to show that print on paper actually helps to grow trees and keep our forests from being sold for development.

**(04) Choose Print** by the Printing Industries Association of Southern California ([www.chooseprint.org](http://www.chooseprint.org)) — An educational campaign to promote the value of print and to reinforce that print is a recyclable, renewable and sustainable environmental choice.

**(05) Sappi Fine Paper's eQ campaign** ([www.na.sappi.com/eQ/](http://www.na.sappi.com/eQ/)) — "eQ" stands for Environmental Quotient. Sappi's goal is to elevate the environmental knowledge of their customers.

**(06) Part of Life** by the Printing Industry Trade Association of New Zealand ([partoflife.co.nz](http://partoflife.co.nz)) — "We want to present people with the facts about print so they can be fully informed when making sustainable choices."

**(07) Two Sides** ([www.twosides.info](http://www.twosides.info)) — An initiative by companies from the Graphic Communications Supply Chain whose common goal is to promote the responsible production and use of print and paper, and dispel common environmental misconceptions.

**(08) Institute for Sustainable Communication** ([www.sustainablecommunication.org](http://www.sustainablecommunication.org)) — A

nonprofit organization "whose mission is to raise awareness, build capacity and foster the widespread adoption of economically viable, environmentally restorative and socially constructive uses of print and digital media."

**(09) Print in the Mix:** A Clearinghouse of Research on Print Media Effectiveness at the Rochester Institute of Technology ([www.printinthemix.com](http://www.printinthemix.com)) — Established for the purpose of advocating and educating "for the value of print as a viable and effective ROI in the marketing strategy media mix."

**(10) Print Delivers** by The Print Council ([theprintcouncil.org/initiatives/print-delivers-seminar-series/](http://theprintcouncil.org/initiatives/print-delivers-seminar-series/)) — Seminars to help "educate media and marketing decision makers about the effectiveness of print and why print should be an important part of marketing campaigns."

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### Sign up for Margie's Print Tips!



Margie Dana's weekly email focuses on topics, tips and insights specifically for print buyers and designers. She's written it since 1999 to foster communication between printers and their customers.

Go to [www.printbuyersinternational.com](http://www.printbuyersinternational.com) today to sign up – it's free!

"We love how consistent and perfect you are in matching our [corporate] color."

—HPI client Tracy B.

## What HPI offers:

- Offset and digital printing
- Graphic design and desktop publishing
- Epson wide-format color proofing
- Computer-to-plate prepress technology
- Bindery and finishing services
- Online FTP services
- Online estimate and job requests
- Advice on paper and ink selection

# HPI Newsletter

## DESIGN

### Managing Swatches in Four-Color Designs

When designing four-color artwork for printing, it is important to manage spot and CMYK color swatches for the job to print correctly. The colors in the artwork must separate onto four distinct plates — cyan, magenta, yellow, and black — that run on the press. If a color is labeled anything other than CMYK (process), it will be missing from the plates.



Do not create swatches in RGB mode. (RGB — red, green, blue — colors are used to display images electronically on computer monitors and TV screens; they must be converted to CMYK before printing.) RGB swatches may appear in your palette due to importing text from a Word document. Text imported from Word may appear to be black but is actually an RGB color. This text will need to be changed to 100 percent black; or if the RGB swatch is indeed a color, convert the swatch to CMYK.

Do not choose swatches from the Pantone (spot) libraries. Or, if you do, be sure to convert them to process (CMYK) color before submitting your artwork for printing. (Note that even though all Pantone colors have a pre-defined CMYK formula, some convert better to CMYK process color than others. Please ask us!)

Sometimes Pantone colors will automatically appear in your palette as a result of importing a spot-color image file (e.g., a logo created in Illustrator) into your document. A good practice to follow is to have separate logo files for each color mode — spot and process.

When you close your file for the last time before submitting your artwork for printing, check your swatches palette again. Keep only those swatches that are actively used in your design. Delete duplicate swatches and unused swatches.

If you are designing a job that uses *both* CMYK and spot color, please feel free to contact us for any questions or advice.

**“Design is not just what it looks like and feels like. Design is how it works.”**

—Apple Inc. co-founder, chairman and CEO Steve Jobs (1955-2011)

## PRINT

### Six Simple Rules for QR Codes

By John Parsons

*John Parsons is the principal of Byte Media Strategies LLC, Bainbridge Island, WA. This is an excerpt of his article that appeared on paperspecs.com on September 13, 2011. Contact him at john@bytemedianews.com. View the full article on our website.*

QR (“Quick Response”) codes have been around for a long time in Japan, but have only recently become a hot topic in North America. The prospect of extending one’s brand message from print into mobile devices has captured the imagination of marketing and communications professionals. However, there are basic rules for this “new” media, which are violated at the brand owner’s peril.

**RULE 1: Keep the “Data Density” Low**

The more data you encode, the denser the resulting tag will be. Not all phone cameras and reader software can handle a really dense 2D barcode. The shorter the URL, the less dense your QR Code image or tag will be.

**RULE 2: Print Conditions Matter** Printed QR Code images or “tags” should be at least one inch square – assuming the tag’s matrix is reasonably small (see Rule 1) and the user is holding the printed piece. It must also have sufficient margins around the image.

**RULE 3: Make It Easy to Download a Reader** Most smartphones do not come with 2D barcode reader software preloaded. This is beginning to change. Until then, a smartphone user must download a free reader. Include a simple means of downloading the software.

**RULE 4: Make the Landing Page Mobile-Friendly** Mobile browsers have unique requirements: small screens, CSS issues, bandwidth issues, memory/storage limitations. Make sure your landing page is optimized for mobile use.

**RULE 5: Offer the User Something Valuable** You’re asking a mobile user to spend his or her time with your brand on their personal, handheld device. Make the experience worth the effort. Offer something the user actually wants — something that meets a real need.

**RULE 6: Give the User Something Meaningful To Do** Every QR Code scan and its mobile experience represent potential value to your business: a sale or lead, a more brand-loyal customer. So, the mobile landing page must include a meaningful, desirable action (e.g., streaming video, invitations to connect, image galleries).

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## SERVICE

### Ensure Postal Discounts By Using Correct Tabs

To qualify for postal discounts offered by the U.S. Postal Service (USPS), letter-size self-mailers must be secured by tabs (wafer seals) or glue dots/strips to prevent mailpieces from jamming in the high-speed processing equipment. (Letter-size self-mailers are unenveloped mailpieces, including folded postcards, letters, brochures, and booklets.)



The number and placement of tabs depend upon the design of the self-mailer (e.g., dimensions of the mailpiece, paper weight, location of the fold or bound edge). The tabs cannot interfere with recognition of postage information, rate markings, the barcode, or required address information. More than the required number of tabs can be used.

The best explanation for the number and location of tabs is to view the illustrations on our website: [www.howardprintinginc.com/](http://www.howardprintinginc.com/)

## TRIVIA

### Test Your Knowledge!

This issue’s trivia question is: **What is the first advertising slogan attributed to Apple, Inc., co-founded in 1976 by Steve Jobs and Steve Wozniak?**

Please submit your answer via email ([info@howardprintinginc.com](mailto:info@howardprintinginc.com)) or fax (802-257-1453). The first 25 correct submissions we receive by December 31, 2011, will be entered into a drawing for one \$25 prize. The prize is a gift certificate to Cold Hollow Cider Mill of Waterbury Center, VT, and online at [www.coldhollow.com/](http://www.coldhollow.com/).

We look forward to receiving your submission! Thank you!

**Answer to last issue’s trivia question:** The first general issue U.S. postage stamps were issued in New York City on July 1, 1847 — a five-cent stamp that depicted Benjamin Franklin and a 10-cent stamp that pictured George Washington.

Please note: Limit one submission per customer. May not be combined with any other discounts/offers. Maximum value of this offer is \$25. No cash value; no cash or credit back. Other restrictions may apply.

## PrinterSpeak:

**SPOT COLOR** – Created from a unique ink mixing formula to achieve a clean, bright, consistent, solid color. Typically used in corporate logos and identity programs when a color has to match precisely. The predominant spot color system is the Pantone Matching System with more than 1,000 colors of ink.

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