

# PREPARATION

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## CREATIVE SERVICES

Edwards can assist in designing something basic, such as a postcard; or original, like a concept for your promotion/campaign. We can be a full-service creative resource ... or a supplemental partner, assisting your creative department as needed.

## ELECTRONIC FILE TRANSMISSION

- Mac and PC accepted
- DVD/CD disks
- FTP
- Email
- USB drives

## PREPRESS

We accept customer files that are ready for output, or files that might require additional work. We preflight the files and check to ensure that all necessary information is included.

- PC and Mac
- Flight Check, (Quark, Indesign, Illustrator, Pagemaker, Postscript, Acrobat, Freehand, and Photoshop).

Also, many that are not listed — call if you are using software that is not on this list, and we may have access to it.

## PROOFING

Methods of proofing:

- Laser color printer
- Laser B/W printer
- Low-resolution Canon printer
- High-resolution Epson 9900 printer
- All use Kodak Prinergy

## ELECTRONIC FILE STORAGE

Edwards digitally stores documents and we store jobs we receive for three years.

# PRODUCTION

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## SHEETFED PRESSES

All sheetfed presses are operating three shifts a day/five days a week. We have the option to operate on the weekend as requested.

- **Heidelberg CD 102 + LX**  
6-color 28"x 40" max. sheet size
- **Heidelberg 102ZP**  
6-color perfecter 28"x 40" max. sheet size
- **Heidelberg MOVH**  
4-color, 19"x 25-1/2" max. sheet size
- **Heidelberg GTO**  
2-color perfecter, 14"x 20" max. sheet size
- **Assorted Duplicators**  
2-color 12"x 18" max. sheet size
- **Assorted Letterpress**  
Up to 36" for diecutting, scoring, foilstamping, embossing, etc.

## DIGITAL

Edwards offers black-and-white along with color digital printing. All equipment is operated three shifts a day with the option to work the weekends as requested.

We operate an Océ 6250, along with a Xerox 6135 DocuTech and a Xerox 65. For color digital work, we use a Xerox Color 1000. The Océ and Bizhub use DesignMerge and Darwin, while the DocuTech works with VIPP. All our digital equipment works with the Adobe family of products.

## PRINTING

- **In-line Aqueous Coating**  
Provides a protective coating with gloss or dull finishes.
- **Ink mixing**  
We can match inks to Pantone System specifications or provide any special ink color mix.
- **UV coating**  
We provide the service but utilize an outside supplier.
- **Varnish**  
We offer gloss and dull varnish, using both flood and spot coverage.
- **Laminations**  
We have the capacity to laminate up to a 12"x 18" sheet inside. All larger sizes require us to utilize an outside supplier.
- **Deboss/Emboss**
- **Foil stamping**
- **Personalization**  
We can produce black-and-white pieces up to 17"x 14", and full-color up to 19"x 12-1/2", with multiple, mixed stock for each. We can personalize and target virtually any characteristic imaginable (age, gender, occupation, etc.), with text and/or photos/artwork.

# FINISHING

## CUTTING

We can cut from 1" x 1" to 28" x 40" sheets. Work stations operate two shifts a day.

- Polar 92 cutter – 36" blade
- Polar 115 cutter – 45" blade

## FOLDING

We can fold sheets of paper using various types of folds: letter-fold, Z-fold, right angle fold, fold slit fold (for a nest fold), 8-pagers, 4-pagers, 16-pagers, 32-pagers, multiple panel roll folds. Equipment is operated two shifts a day.

- Two Stahl Pile feed folders with maximum size of 22"x35"
- One continuous feed folder with a maximum size of 30"x40"

## GLUING

We offer cold spot glue and fugitive glue. Done on the folders as noted above.

## DIE CUTTING

We are able to do various types of die cutting, including but not limited to pocket folders.

- Letterpress

## ROUND CORNERS

We have the ability to do round corners on various size sheets.

- Challenge radius cutter

## DRILLING

We offer many different drilling settings to suit your individual needs.

- 5-head drill

## WIRE-O BOUND

Edwards can collate, punch the holes, automatically inserts the wire and close the wire shut.

- Sickenger automatic punch
- GBC twin loop binder

## SPIRAL BOUND

We provide the service but utilize an outside supplier.

## COMBOUND

We provide the service but utilize an outside supplier.

## TABBING

Closure tabs for mailing can be affixed in a variety of locations and also in a variety of total number needed based upon USPS requirements.

## INDEX TABS

Mylar reinforced index tabs.

- Scott heavy duty tab cutter
- Scott 1800 automatic plastic tab laminator

## POCKET FOLDERS

We have the ability to die cut folders.

- Letterpress

## POSTCARDS

We can cut and print a variety of postcards to suit your needs.

## STITCHING / # OF POCKETS

Collating, stitching, and trimming.

- Heidelberg Prosetter – 6 pockets plus 1 hand feed station and a cover feeder

## HIGH DIE CUTTER

Die cut stacks of printed materials (i.e. labels and credit cards)

- PMC Model 200 die cutter

# FULFILLMENT/MAILING

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## INK JETTING

Two heads, 2" each with four cartridges per head.

- MCS Imager Pro 8000

## COLLATION

Can be done by hand or by automation.

- 300+ pocket modular inserter

## SEQUENTIAL NUMBERING

We have this capability (see below), but can also outsource it. We often sequentially number variable imaged (personalized) pieces, as a control number.

- We can either sequentially number pieces off the aforementioned DocuTech or color devices, as well as in our Letterpress department.

## INSERTING

Most inserting is into an envelope. Can also be into a variety of other carriers. (i.e. boxes, presentation folders, etc.)

- Honeywell Jumbo Inserter – six stations up to a 9-5/8"x12" OS envelope. Also can hand insert as required.

## KITTING

Most kitting is done by hand. We do have a variety of systems in place for those complex kits requiring us to check each package for accuracy.

## PRESORTING

We are able to take a database and CASS code and set up for presorted before imprinting. If we are required to sort after imprinting we do utilize an outside supplier.

- We subscribe to a service that updates our software on a monthly basis with any changes in the ZIP specifications and addresses.

## AFFIXING CARDS OR LABELS

Permanent or removable adhesives

## PACKAGING

We can package and ship with assorted shippers to as many locations as requested. We are at national account status with both UPS and Fed Ex.

## DIRECT MAIL

In addition to complex personalization, we can also simply imprint names and addresses on postcards, letters, etc., and meter and mail directly from our facility. We can also create shipping lists for package and other non-USPS distribution directly from our facility.

## METERING/USPS RULES AND REGULATIONS

We have two people on staff that have been trained by the USPS in postal regulations. Based upon the volume of mail that we process we have a dedicated representative to assist in getting approval and clarification of mail. We process and meter mail two shifts a day.

## OTHER FULFILLMENT SERVICES

We work to be responsive to our customers and the requests that they might have. No matter how complex they might think that a job is, we will work to offer a solution for how we might fulfill, and process the kit so it can arrive to your customer as you intended.

# ORDER MANAGEMENT SYSTEM

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The Order Management System (OMS/WMS) is a secure, real-time inventory management system that affords Edwards Graphic Arts customers many benefits:

## **STORAGE OF CUSTOMER INVENTORY IS IN A CLEAN, SAFE, ORGANIZED, PROTECTED AND SECURE FACILITY.**

- Insurance, bonding and other protection is provided.
- Confidentiality is assured.
- Products of value can be located in a separate, limited access, secure location within the warehouse.
- Site is secure so credit card ordering can occur safely through Verisign Payment Services.

## **INPUT OF PRODUCT TO INVENTORY/ACCOUNT SETUP**

- Written procedures for new account setup is available.
- Inventory can be categorized per customer requirements.
- Uploads of existing products into the system via customer EXCEL files can streamline the setup process.
- Hierarchies can be developed to categorize products into specific groupings and sub groupings.
- Ordering screens can be set up so that images of products are viewable.

## **PRODUCT ORDERING**

- Access can be gained directly via the web, or through a link in the customer website.
- A “shopping cart” environment is set up for ordering. Screen views can display customer logos and information. System has a simple way to search, by category, product ID, item description, etc.
- Confirmation of orders can be sent via e-mail as required.
- System “remembers” previous user’s information, so less key-stroking is required.
- System orders can be very specific concerning shipping methods, “need by” dates, Purchase Order numbers, credit card information, etc.
- Ordering levels of access can be pre-determined and controlled to allow specific groups of personnel access to preset products/groups of products.

## **INVENTORY MANAGEMENT**

- Kit building and fulfillment processes are in place.
- Storage of pre-printed inventory for later imprint at Edwards.

## **REPORTING**

System offers a wide range of real-time reporting capabilities for:

- Product usage
- Inventory levels
- Shipping methods
- Orders placed, as well as many others