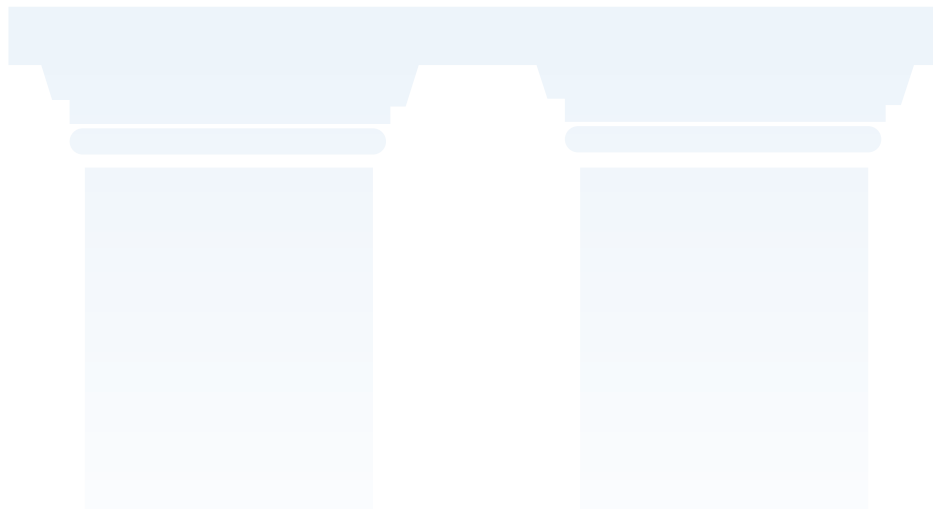


Customer Best Practice

...Helping us to help you!



Loxleys Print Ltd, Kiln Street, Sheffield S8 0YS

Please contact Michael Anderson or Craig Zelly
Tel: 0114 250 1150 Email: sales@loxleys.co.uk
www.loxleys.co.uk

To ensure that we manufacture your greeting card products within the agreed quality standards and time frame, we need your help... **Helping us to help you!**

Product Development

We offer technical advice on all elements of greetings card manufacture, making your design concepts work in production. After producing this type of work over the last 25 years, we know the pitfalls and what is technically possible.

We ask that you liaise with your Business Development Manager (BDM) at the earliest opportunity to discuss your product requirements and how best to achieve them - *It is too late to make changes once we commence production!*

Customer Service

As well as an external Business Development Manager (BDM), all our clients are assigned an internal point of contact within our Customer Service Department. Customer Service Executives (as they are known) look after every aspect of production of your job from start to finish. They will liaise with you on any technical issues, production schedules, and any other queries.

We assign a Customer Service Executive upon receipt of your first order with Loxleys, and they will manage your work through the factory.

Order Placement

We require all orders to be confirmed in writing (both the agreed specifications and price). This can be sent to us via your own order form, or simply by e-mail. When confirming your order, we ask that you check that your specifications match those that our price is based upon.

Delivery Dates

All delivery dates are based upon a lead-time prevailing at the specific point of order. This will be quoted as a number of working days (confirmed upon request) from the receipt of your written order and artwork. Also, if no credit cover can be established, your pro-forma payment.

Foil

Loxleys offer a wide range of 'off the shelf' foil shades, and can supply a shade card showing all foil colours available. We ask that you specify by title the exact foil shade that you require when placing your order.

Packing & Handwork

If your job requires some form of packing before completion, please ensure that we are supplied with an approved sample or mock-up to follow during production.

Customer Supplied – Board & Components

If you are supplying us with board or components, to ensure that we can manage incoming goods effectively, we ask for the following:-

1. Presentation of goods – To help us effectively control all your components, please ensure that your supplier's deliveries into Loxleys meet our needs from a presentation and a paperwork point of view. We can supply an incoming goods document, which is available on request. We advise that failure to comply with our specifications will result in a rejection of components.
2. Time of delivery – We require all components to be delivered to fit the scheduled manufacturing critical path for your work. Your nominated Customer Service Executive will advise you when these items are needed, but please also note that we do not have any storage to allow for your components being delivered many weeks before they are required!
3. Quantities delivered – As mentioned above, due to a lack of pallet storage space, we are unable to accept excess stock or components over those needed for any particular work. To that end, please ensure that we only receive the advised amounts, as the cost of any subsequent off-site storage will be passed on to you.

File Presentation

Technical problems encountered with customer-supplied files can result in production and lead-time delays, as well as extra charges. Our aim is to work with all our customers to ensure that files are supplied in a 'print-ready' format. The design stage should always be viewed as the first stage of manufacture!!

Please refer to our digital file preparation document (available in PDF format via e-mail) for full details of how we require files to be presented. This document covers both print and finishing specifications as well as the file formats with which we are compatible.

Rather than finalising artwork for a complete range, we are more than happy to receive a test file in advance of your order. This test file should be representative of the design range that you intend to place with us. We will contact you with any comments that will ensure your artwork is then ready to go without any delay.

Should you have any questions regarding file presentation, you can contact Paul Brooks, our Studio Manager, for guidance and advice.

Colour

The colour that you see on your computer monitor is not representative of what occurs within the print environment. Monitors show colour in RGB, not CMYK, so in terms of actual colour, what you see may not be a true representation of what you are supplying in your artwork files. The same applies your printing device, as most desktop printers are not calibrated or colour controlled, and therefore do not represent the colours that we will achieve within our manufacturing environment.

Loxleys work within a colour managed environment, and we print all sheets to ISO 12647 standard. This is so we can achieve consistent results, within commercial tolerance, across all your jobs, both on new designs and reprints. All in all, the best guide to colour that we can give you is our proofing system.

Different board types will also 'take' ink differently, depending on their actual coating and make up. Our proofing system is set up to replicate these variances as closely as we can. We are also happy to supply previously printed samples to illustrate the different substrates that we regularly use.

Proofing

Loxleys have invested in both studio and proofing equipment that are colour managed, in order to supply digital proofs that are designed to match as closely as possible (within the different technical environment) your final printed job.

When producing a job from supplied artwork, we will output a high resolution digital proof for colour and content approval. We ask that you supply some form of colour print out, simply to give us a visual idea of your designs, and also to aid our initial sheet planning. Unless previously agreed at quotation or order stage, we will not amend the colour or content of the files that you have supplied. Neither will we try to match the colour on our proof to the colour of any print outs that you have supplied.

The proof that we submit for approval prior to printing will be a representation of your supplied files, output within our colour managed environment. Once approved, we will use the proof as a reference on press when printing.

Proof alterations – Changes to files after submitting the original proof may require additional studio time. This is a cost to our business, and one which we pass onto our clients – we will not carry out any additional studio work until we have agreed any additional costs with you in writing based on the extra work involved.

All delivery dates are based on proofs being approved and returned to us on the following working day after you receive them. *For example, we output and send a proof on Monday, you receive it on Tuesday, it is checked and approved and returned to us on Wednesday.*

When checking our proofs, please check **ALL** elements are correct (colour, content, finishing details, size, barcodes etc.).

Terms & Conditions

All prices are submitted subject to our standard terms and conditions, a copy of which is available on request. These conditions shall be deemed to be embodied in any contract based on, or arising out of our quotations, unless otherwise agreed in writing.

VAT

All of our quotations are subject to VAT.

Overs

The bulk manufacturing process, with machine make-readies and running waste means that we may not always be able to produce exactly the number of cards that you order. All orders that we undertake are therefore subject to a standard quantity tolerance of 10% plus or minus across the total volume of cards produced. We do not invoice unders, whilst overs are invoiced at a negotiated rate with you.

Payment

It is our aim to apply and receive credit cover on all our clients, via an independent credit broker. This is a simple and confidential process, and requires your input at the application stage.

- Limited companies – we require your company registration number and registered address in order to process your credit insurance application
- Unincorporated companies (partnerships & sole traders) – We require you to complete a credit application form (available on request) and send it directly to our insurance broker with a copy of your last profit and loss statement and balance sheet. **This is a confidential process – we do not see any of your financial information.**

The credit insurance process can take a couple of days, so we ask that you allow for this process to be undertaken before placing any orders, so that our lead-time and delivery date is not affected.

Subject to credit cover being established, our standard credit terms are 30 days from end of month of invoice. Should we be unable to gain any credit cover on your business, we can still work on a pro-forma basis. Please contact your Business Development Manager for further information.

And please remember...

You can talk to us at any time - our greeting card manufacturing solutions include free technical advice, pricing and support to make your design concepts work within the manufacturing processes that we can offer!

Customer Best Practise Checklist

Prior To Placing An Order:-

Advice and Prices

- Refer to Loxleys Business Development team for technical advice and prices

File Presentation

- Refer to File Preparation Documents for guidance

Payment

- Commence to apply for credit cover with us

Customer-Supplied Components

- Send all your suppliers a copy of our Incoming Goods Document
- Liaise with us to establish required delivery dates of components

Placing Your Order:-

Purchase Order

- Check that the required specification matches our quotation(s)
- Confirm the order with us in writing

Payment Terms

- Subject to credit cover acceptance, send payment to us, including VAT

Artwork / Files

- Supply disk artwork and colour print-outs of all designs

Foil

- Specify the exact shades you require using our shade card

Packing / Handwork

- Supply a mock-up or sample for us to follow