# Questions and Answers

Q: **What is an Epson proof, and do I need one?**

A: Yes, we do recommend an Epson proof. An Epson proof is a Contract Proof between Graphic Management Partners and the client. The Epson proof allows the client to see how the project will look before going to press that includes color, content and layout.

Q: **Is my project printing on this glossy Epson stock?**

A: No. When we provide you with an Epson proof, you can request a sample of the stock that your project is being printed on.

Q: **What is the difference between Matte and Glossy paper stock?**

A: Matte paper is a coated stock with a dull finish, which allows the project pages to read easier. Gloss paper is coated stock with a shiny finish, which strengthens the photographs or images to look more vibrant.

Q: **Is there a difference between 80# offset text and 100# offset text?**

A: Yes. The distinction between the both is the thickness of the paper.

Q: **Why does my color proof look different from the Epson proof?**

A: Each color output device is different. Our Epson proofs are color managed for our presses.

Q: **Why is there a difference between what I see on the screen and the Epson proof?**

A: Each monitor displays a different color image, and our Epson proofs are color managed for our presses. Also, the computer monitor displays the color in RGB.

Q: **What is a Dummy?**

A: A dummy is a mock-up, which will show the printer how the finished printed piece will look. The dummy can be an Epson or some other type of proof that will show the final dimension and/or fold.

Q: **What is a Comp?**

A: Comps are thumbnail sketches that the designer shows the client. The comp can be several different designs or layouts, which a client can choose from.

Q: **How do I achieve a spot color in CMYK?**

A: When converting a spot color to process, use the spot Pantone Matching System. There are some spot colors that simulate well, but others will look different. For further information go to

www.pantone.com/pages/pantone/Pantone.aspx?pg=19890&ca=1

Q: **Once the Contract Proof is approved, what is the turnaround time?**

A: On average, an ordinary turnaround time is 5 to 7 business days once the Contract Proof is approved. However, depending the involvement of the project, the turnaround time can vary.

Q: **What is the difference between Offset Printing and Digital Printing?**

A: Offset printing can print PMS colors and reproduce solid screen tints more effectively. The sheet size of an offset press is larger than that of a digital press. Offset prints higher quantities, but the offset press sheets must dry before the project is cut and folded.

Digital printing can print projects quickly and allows you to print variable text on the press sheets. Digital printing is more suitable for smaller quantities and quicker turnaround times. A digital print can be cut and folded quickly once the project is done printing.