Overview

Many printing businesses create price lists for common printed products and for many finishing processes, so enabling the total cost of a job to be quickly calculated

This standard is for you if you work in print production or management and are responsible for calculating the cost of supplying a printed product or print service from a price list or a computer driven 'menu' system.

This is what the standard covers

Typically, an enquiry will be received requesting an estimate or quotation for printed work. If the cost can be estimated from a pre-printed price list or through a menu-driven computer system, the person handling the enquiry will ascertain all the details of the job, seeking clarification where necessary and possibly offering guidance and answering questions on processes.

Having obtained an accurate specification for the job, the total cost may be able to be worked out from the price list(s) or through a simple computer programme. The price for the work would then communicated to the customer, possibly including information on the likely time-scale required to undertake the work. It is usual for all except the simplest of quotations to keep a written record. Records are useful for reviewing the number of jobs quoted for comparison with actual orders received.

Although looking up prices from a list and/or following a menu-driven computer programme is relatively straight-forward, significant knowledge is required of the materials and processes involved in printing: there are many kinds of papers and boards in various weights and thicknesses; many finishing and enhancing techniques need careful consideration; and artwork can be presented in many different formats with colour requirements that must be assessed correctly. There may be legal issues to consider. The knowledge required for this standard is therefore important and covers a wide range of topics.

PROPA526

Produce print estimates from price lists

Performance criteria

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You must be able to:

P1   receive information from the customer through personal contact or electronic communication

P2   assess whether you have sufficient information to enable an estimate or quotation to be produce.

P3   where information is insufficient or unclear, you clarify the customer's requirements.

P4   when you have sufficient information to provide an estimate or quotation, you use your company's price list or estimating system to obtain customer prices for the quantity requested and any run-on quantities.

P5   comply with your company's procedures for obtaining approval for estimates or quotations before giving these to the customer.

P6   comply with your company's procedures and format for producing written estimates or quotations

P7   provide the estimate or quotation to the customer in the format required by the customer and / or your company

P8   respond promptly to any queries from the customer, providing explanation and advice as required

P9   maintain an accurate record of the estimate in the form required by your company, including a note of any additional or optional items discussed

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Knowledge and understanding

The law as it affects printing

You need to know and understand:

K1 copyright & ownership of images
K2 what is copyright;
K3 how long does it last;
K4 what kinds of things can be covered by copyright;
K5 Infringement of copyright;
K6 why printers should be aware of copyright and the precautions that should be taken by printers;
K7 the legal redress that can be sought by someone whose copyright has been infringed.

Ethical and employment issues relevant to printing

You need to know and understand:

K8 confidentiality
K9 why is it important to maintain confidentiality, including for reasons of commercial competition, market sensitive information, 'embargoed' publications with a specific publication date;
K10 legal duty of confidentiality.

Health & safety

You need to know and understand:

K11 Your duties and responsibilities for health & safety as defined by any specific legislation covering your job role
K12 Knowledge of regulations such as those covering:
K13 Display screen equipment

The safe handling of customer material

You need to know and understand:

K14 what kinds of customer materials are likely to be handled, including original photographs or artwork, samples, disks, raw materials for print or finishing;
K15 techniques for protecting customer materials;
K16 insurance;
K17 the potential for loss or damage.

Communication

You need to know and understand:

K18 with colleagues
K19 the advantages of team-working; consequences of poor team-working; appropriate use of language;
K20 techniques for communicating with colleagues, such as verbal and written; responding to enquiries promptly, professionally and courteously; Customers -
K21 appropriate use of language, such as technical or non-technical; verbal

and non-verbal expressions;

K22 types and characteristics of formal language and communications; types and characteristics of informal language and communications; communication as a means of building customer confidence; communication as part of delivering excellent customer service; listening skills

Workplace policy & practice

You need to know and understand:

K23 workplace objectives, priorities, standards & procedures quality standards and procedures;

K24 key customers / accounts operating procedures company handbook

K25 the range of work carried out in the workplace this will be specific to individual companies the working practices existing in the workplace this will be specific to individual companies

The identification & assessment of printing options

You need to know and understand

K26 the reasons for selecting one process over another -

K27 if more than one process is capable of producing the product, the main issues for consideration will be quality, cost and speed.

K28 the stages in the printing process from pre-press to printed product -

K29 including some or all of the following: design, artwork creation, pre-press operations, proofing, creation of image carriers, printing, enhancement, finishing / conversion;

How to deal with digital files

You need to know and understand

K30 dealing with embedded information

K31 file management

K32 file conversion techniques

K33 the transmission of digital files

K34 international standards and specifications for digital files

K35 file compression and decompression systems

Administrative procedures

You need to know and understand

K36 recording and reporting -

K37 manual or electronic techniques for recording and reporting production times, resource utilisation, quality checks / auditing, output, improvement recommendations

K38 the nature and use of record-keeping systems product labelling -

K39 techniques for identifying and, possibly, tracing, routing and locating production batches

Business and Contracts

K1   the law of contract
K2   estimates v. quotations
K3   terms & conditions

Materials

The types & characteristics of paper, board and other commonly used substrates
includes the range of commonly used uncoated, coated, embossed papers & boards;

K1   grammage, thickness, opacity, brightness/whiteness, strength, dimensional stability, gloss
K2   in screen printing will also include flexible and rigid plastics, synthetics, textiles, ceramics;
K3   in flexography will include flexible materials

The types & characteristics of inks, toners & coatings
Drying of inks & coatings

Proofing

K1   The principal types of proof and their role in the printing process -
K2   high resolution colour accurate proofs for checking colour, trapping, fonts, image resolution - if 'signed off' by the customer, will usually be used by the printer to match press output to;
K3   low resolution proofs for checking grammar, spelling, layout - may be the first in a series of proofs to the customer in order to avoid the expense of producing many high resolution proofs; may include imposed page or 'book' proofs;
K4   soft proofs such as digital or screen proofs for quick transmission to customers or between production sites via data transmission;
K5   wet proofs

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Developed by	Proskills
Version number	1
Date approved	February 2009
Indicative review date	April 2014
Validity	Current
Status	Original
Originating organisation	Proskills
Original URN	526
Relevant occupations	Originators compositors and print preps; Printers; Screen printers; Printing machine minders and assistants; Bookbinders and print finishers; Graphic designers
Suite	Print Administration
Key words	print; administration; estimates; records