

NINE STEPS TO EFFECTIVE AND EFFICIENT PRESS OKs

Diane J. Biegert

What is a Press OK?

According to Diane J. Biegert, author of *Nine Steps to Effective and Efficient Press OKs*, a Press OK is defined as “the process of comparing printed product, as it’s being printed, to proofs or to an earlier printing to help ensure that the printed product closely approximates the proofs or earlier printing, and meets or exceeds the print buyer’s expectations.”

Why attend a Press OK?

It is suggested that you attend a Press OK when either the product being printed is a new product, or when a product has had major revisions since the first printing. In addition, Biegert suggests that buyers should plan on attending a Press OK when it is their first time working with the printer.

Step 1: Determine your company’s quality expectations for your product

1. Look at your product page by page and pay close attention to areas that are most important to your company; keeping in mind your company’s quality expectations.
2. If someone other than you has the final say about the print quality, make sure that you meet with that person and understand their quality expectations.
3. Discuss quality expectations with your printer and give examples when possible.

Step 2: Identify pages that are difficult to print, due to design

1. Review the product and determine areas that are difficult to print. Note items that are critical to your company and identify these areas to your printer.
2. If necessary, either redesign the critical pages or modify your expectations. “If redesigning the product isn’t an option, and someone other than yourself is responsible for your company’s product quality,” Biegert recommends that you meet with that person.

Step 3: Identify the type of color proof

1. Identify the name of the color proofs that you’ll be using for color guidance on your Press OK.
2. Find out the stock on which your color proofs are made.

Step 4: Identify the finish and color of your paper

1. Biegert recommends that you find out who in your company is responsible for purchasing the paper for your company.
2. Identify the finish and color of the paper or stock on which your company’s product will be printed.