

# Customer Solutions



HAGADONE  
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Not Just Ink On Paper.

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## The Laser Proof & Mock-Up

### ► PRE-PRESS PRESS POST-PRESS MAILING SPECIALTY

Your Sales Executive or Sales Assistant may have asked you to provide a “mock-up from a current laser proof, at 100%” with your job. We always try to make the printing process easy for our customers by handling as much of the “grunt-work” as possible, however, we ask our clients to provide a “mock-up” for some very important reasons.

Problems inevitably occur from the exchange of files from one computer to another. Type reflow is one such problem. Why? Fonts. Different versions of fonts, mismatched screen and printer fonts, missing printer fonts, etc.

So how do we determine which font is used in your document? Not easily. Many applications give notification that a font is missing, but do not specify which version of the font is missing. We currently have several dozen versions of “Helvetica”, for example, on file; different versions from various font foundries, different versions from a single font foundry, and different technologies (such as Postscript and TrueType). We must try each version until the type reflow is resolved. If the exact version cannot be found, we must request a copy from you. Obviously, this compromises the schedule. You can help by providing all of the fonts used in your job.

A “Mock-Up” is a representative sample of the final printed piece. You create a mock-up by cutting your laser proofs to size (if necessary), taping or gluing them together and then folding it, to form an exact sample of what the piece will look like. Your Sales Executive or Sales Assistant can help you. With a mock-up in hand, we can easily verify that the type appears on our computer as it did on yours. Without it, there is no way to be sure.

#### Quality Control Inspection.

We have many quality-control checks throughout the manufacturing process. Collectively referred to as our “Controlled Quality” Program, they prevent many potential errors before they occur. One such step immediately follows film production (negatives).

Every page is carefully examined against the mock-up. A checklist is used, which includes such things as image resolution, type reflow, and missing elements. Without the mock-up, there is nothing to check against (except the file itself), making this important step impossible. Since the problems manifest from the exchange of the file from one computer to another, the film will perfectly match the file, but the results may not be what you had intended. Only the proofs created from the original computer will precisely illustrate your design.

Finally, the mock-up shows us how you want the final product to look. This helps us plan the job right from the beginning, avoiding costly and time-consuming errors.

If for some reason you are unable to print proofs, we will be happy to produce them for you, but will request that you approve them for accuracy before we begin producing the job.