

FCP's PrePress Department - We Have Customer Oriented Solutions!

- **Preflight** - All customer supplied artwork goes through FCP's preflight process prior to production to ensure file integrity and printability. We verify that sizes and colors match job specs, fonts are included, and that all linked artwork is present and of the correct resolution and color space. This process helps resolve discrepancies prior to assembly and proofing saving both time and costly Author's Alterations.
- **Instant File Transfer** - Customer files can be uploaded to a dedicated FTP site for time and cost efficiency. We can supply you with a Webnative uploader utility that makes it easy to drag and drop files from your system to ours.
- **Color Correction Capability** - FCP has invested in software that allows custom "curves" and eliminates manual color correction. We use this program to generate custom color profiles for our customers. These profiles enable us to calibrate our color to match a resident device at the customer facility, insuring that the proofs and printed piece replicate what customers have produced and approved internally.



Postal Reform Act Signed Into Law - Rate Increases Set for May 14th



In December 2006 President Bush signed H.R. 6407, the Postal Accountability and Enhancement Act, into law. The legislation to modernize and reform the country's postal system was widely supported by business, industry and labor groups, and is the first major legislative change to the Postal Service since 1971. The main thrust of H.R. 6407 is that the degree of future postal rate increases will be tied into the Consumer Price Index (CPI). Keeping increases in line with inflation is a major bonus to direct mailers in scheduling future campaigns.

The legislation however will not change this year's rate increase due to go into effect on May 14, 2007 for standard mail and July 15, 2007 for periodicals. The increase, 8.5 percent for standard mail and 11.4 percent for periodicals, will have a significant impact on companies that rely on direct mail to do business.

In addition to standard mail rate hikes, mailing regulations have also changed for in-home product samples in folded cartons or "box-like" mailpieces; which no longer qualify for flat piece pricing because they are processed manually. The USPS classifies these rigid pieces as Not Flat-Machineable (NFM). Rates for NFM pieces are higher than flat piece, but lower than parcel pricing. Our design staff can help develop packaging that meets the new regulations and minimizes the additional boost in postage for non-traditional shapes.

Flower City Printing Wins Six Gold Awards

FCP won seven awards (six gold and one silver) in the 2007 Buffalo and Rochester Clubs of Printing House Craftsmen's Superb Printing Competition.

TREX and In-Store Marketing Expo Consolidate

The In-Store Marketing Institute has announced a change in its event schedule for 2007. The Total Retail Experience (TREX) will be consolidated with the In-Store Marketing Expo to form one huge show taking place on September 26-27, 2007 at McCormick Place's Lakeside Center in Chicago. Visit www.instoreexpo.com for more information.

Did You Know?

The skin of apples is a primary source of quercetin, an antioxidant nutrient that can combat neurodegenerative diseases like Alzheimer's and Parkinson's. Quercetin is considered part of the flavonoid group; they neutralize harmful free radicals that can cause cell damage if left unchecked. Onions, tea, blueberries, and cranberries also contain quercetin.

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Quality products, honestly represented. Expect nothing less.