



## Press Checks

### *What to Expect*

**Please arrive on time.** We strive to have a matched sample ready for review at the time we have scheduled. If we are waiting it holds up the press for our other customers and reduces your available press time.

**Bring lots of stuff to do.** Bring your laptop (we have internet connections!) and work materials to keep you busy while we make any necessary print changes.

**Keep in mind that your signed-off matchprint will be what we are matching.** If your matchprint does not look like your desired label, please tell your sales or customer service rep that color corrections need to be made prior to the press check. If your label needs artwork-based color corrections while on press, we will reschedule the press check and bill for set-up time.

**Any other matches must be pre-approved by our production department prior to the schedule press check.** If you have a certain color match that needs to be made (bottles, lids, shrink-wrap, etc) please supply a copy of the match with the returned signed proof. This gives our production team ample time to prepare for the press check.

**Any changes to approved art while on press may incur new plate charges, art prep charges and set-up press time charges.** Please remember to closely check your proofs for accurate color representations and copy (text).

**We match to PMS book as referenced on our proofs.** If your label utilizes PMS colors, those PMS colors should be reflected on your proof. We use the PMS book for matching those colors.

### **A Word About Flexographic Printing**

Flexographic Printing is unique when compared to most other common types of commercial printing. We use DuPont Cyrel flexographic printing plates, the best in the industry. The nature of flexo print allows for many great advantages over commercial offset label printing, however one large disadvantage is its print quality as compared to offset printing. Since our plates are made from Cyrel (aphotopolymer material), which feels like a rubber stamp, there is some flexibility in our print. This allows you to have less expensive labels or flexible packaging. The print quality, however, is not quite to the “perfect” standards seen in offset printing. This being said, please recognize that Chromatic Labels is a leader in flexographic printing and we try our best to make your label art look its best under these conditions.