

## FREQUENTLY ASKED QUESTIONS ABOUT INTERNATIONAL PRINTING

**Q:** *IS PRINTING OVERSEAS REALLY THAT MUCH LESS EXPENSIVE?*

**A:** Yes, the savings are quite significant. We have many testimonies from clients who saved 30% or more after transportation cost. Labor rates are lower than in the US, and paper and equipment are often government subsidized to stimulate export.

**Q:** *WHAT PRODUCTS ARE BEST SUITED FOR PRINTING INTERNATIONALLY?*

**A:** Ideally suited for international printing are:

- Full color hard and soft cover books
- Calendars and agendas
- Children's books
- Die-cut Board books
- Art books
- CD and DVD replication
- Bibles (i.e., very thin paper)
- Greeting cards
- Full color Catalogs

Less suitable are products on newspaper print (i.e., coloring books) and paperback books. We do offer very competitive pricing on these products through US based plants.

**Q:** *WHAT TYPES OF PRE-PRESS FILES ARE USED INTERNATIONALLY?*

**A:** Clean and complete digital files are essential to successful international printing. Our office in Grand Rapids, MI houses a full-service design and file management agency. We even have a digital photo studio in-house. We can receive digital files from virtually any program. When needed, we can send you updated hard-copy proofs. When approved, we upload the files to our FTP site for our partner plant to download.

**Q:** *WE NEED ONLY A SMALL QUANTITY OF A FULL COLOR BOOK. DO YOU HANDLE SMALL ORDERS?*

**A:** We routinely produce hard and soft cover books in quantities as low as 1500 copies. We have printed small children's books with as few as 32 pages.

**Q:** *WHAT ABOUT QUALITY? DO YOU GUARANTEE HIGH QUALITY?*

**A:** With HeuleGordon, Inc. your investment in print is secure and your satisfaction is guaranteed. We have procured outstanding printing for many years in Korea, Hong Kong and Singapore. In recent years China has worked hard to improve the quality of their printing and binding. Our partner plants operate the most advanced equipment and their employees receive extensive training. Quality control is our foremost concern.

**Q:** *HOW DO I KNOW THE PRINTING COMPANIES ARE TRUSTWORTHY?*

**A:** We have worked hard to build personal relationships with the owners of our partner plants outside of the US. Our partners greatly value us for bringing US clients to their companies. These printers run professional operations and they continuously invest into the most modern equipment. We visit their facilities on a regular basis. We understand their equipment and their digital file requirements. We have an English-speaking liaison inside each plant, and we also have an excellent understanding of business practices and etiquette.

## WORKFLOW

- 1 HG performs Project Specification Analysis.
- 2 HG submits RFQ's to two or more partner plants
- 3 HG submits best quotation and paper dummy to client. Pricing detail includes all freight and proposed financial arrangement.
- 4 Client issues Purchase Order and makes first payment. HG wires funds into printer account.
- 5 Client sends files on CD, DVD or via FTP site to HeuleGordon, Inc.
- 6 HG PreMedia preflights the files to ensure compatibility with international plant.
- 7 If needed, HG PreMedia engages design and photo staff to complete lay-out, proofs.
- 8 PreMedia forwards files to plant FTP with hard copies and instructions.
- 9 Full color proofs and booked-up dylux are forwarded to client.
- 10 Printing and binding or converting take place
- 11 Sample copies are delivered to client.
- 12 Client sends balance of funds.
- 13 HG contracts with freight forwarder. Shipping documents are released.
- 14 Order arrives at client's warehouse.

Unfortunately, not all international printers are trustworthy. Publishers have fallen victim to unscrupulous "agents" who disappeared when problems arose, leaving the publisher without recourse. HeuleGordon, Inc. has been printing internationally since 1992 with our carefully selected partners. It is part of our reputation for excellence.

**Q:** *HOW DO I IMPORT BOOKS AND HOW LONG DOES IT TAKE FOR MY BOOKS TO SHIP?*

**A:** We handle of all import issues. No action of any kind is required on your part because the quotation we offer includes to-your-door delivery. We manage ocean freight, custom clearance and land-bridge transportation. We can also update you on the progress of your shipment as it travels to your dock.

You should expect 4-5 weeks from completion of the project to delivery to your warehouse. Full containers often travel faster. At times we have also airlifted copies for trade shows or other special occasions. While it takes 2-3 days to receive an air shipment, it is very expensive and should be avoided if possible.

**Q:** *WHAT ARE THE PAYMENT TERMS?*

**A:** Generally, we require a 50% deposit with each order or a Letter of Credit drawn on a major US bank. Upon completion of the project, we will forward three copies to your office for inspection. If the work meets your approval, we invoice you for the balance. Upon receipt of your payment the shipping documents are released and the project begins its journey to your warehouse. Some import fees may be incurred that are not anticipated and these will be charged separately. Printed matter, though, is imported duty-free.

**Q:** *WHAT HAPPENS IF THE VALUE OF THE CURRENCY CHANGES BETWEEN QUOTE AND ORDER?*

**A:** Quotations are subject to change after 60 days. Currency hedging mechanisms are available through your bank for large orders. If an order repeats frequently, we offer special arrangements to minimize the impact of currency fluctuations if they would occur.

**Q:** *ARE THE WORKERS TREATED FAIRLY IN YOUR PRINTING PLANTS?*

**A:** Yes, we have inspected our partner plants for worker safety and well-being. We do not work with companies who employ underage workers or whose facilities lack adequate safety precautions.

**Q:** *WE ARE INTERESTED IN ADD-ONS, SUCH AS STUFFED ANIMALS.*

**A:** We can assist you in finding virtually any add-on, such as special markers, clamshells, plastic parts, and toys.