

Press Pass Information For Clients

In order to ensure your Press Pass runs as smoothly as possible, there is some information we need to tell you about beforehand.

What happens at a press pass?

- You have the opportunity to approve the label (colours/special embellishments) before we start the actual print run
- Allows you the opportunity to make small tweaks while you're here and then sign off the final version

Prior to the day

- It is important to have clear goals – a clear vision of what you want to achieve at your Press Pass
- Advise your Account Manager about your goals/vision – talk it through so that we can allocate additional time and resources if required
- Supply us with Pantone colours, or samples to match to if required. Eg. Caps, packaging, previous labels

We have a colour matching system – a Spectrophotometer. It can measure your sample and give us a starting formulation for the colour, which saves us time on the day

- If you're looking at changing parts of your design while you're here, advise and discuss this with your Account Manager. Changes may involve making additional plates so we recommend telling us beforehand, allowing us to have these ready on the day, minimising downtime
- Preparation is key; the more information supplied to us prior to your Press Pass date about what you're looking to achieve on the day, keeps things flowing smoothly

Take into consideration

- The Press Pass process can be time consuming and during this process a lot of raw materials can be wasted – paper stock, foil, ink and plate material
- Press make-ready begins up to 3 hours before your arrival, with tooling being ordered up to 10 working days beforehand, so it is important that we have any samples in advance of production. Any small shade variations may change how you feel about your label so we endeavour to get the colour matching done before your arrival
- Whilst we have the capabilities to make our plates and screens in house, if your design requires new plates on the day of the Press Pass, this process takes up to an hour, in addition to the time it takes our prepress team to adjust the files

Shoes

- Please follow our safety protocols by wearing close-toed shoes; No open-toed shoes are allowed on our Production Floor
- We have some safety shoes available in limited sizes if you forget

Questions

- If you require clarification about the process, or have any other questions, please contact your Account Manager or call our Hub Team on 0800 865 223

Timing

- You will be allocated a date and an approximate time for the press pass
- We do our best to keep to that time around our other production obligations
- We allow up to an hour at no charge for a press pass – this allows for colour tweaks; changes beyond colour tuning can take much longer and lead into significant costs, along with causing us to fall behind meeting our commitments to you and our other clients
- We understand your desire to get your labels perfect and we're keen to work with you to achieve this
- However, we will need to pass additional costs on to you, unless we have agreed otherwise in writing
- We have the capabilities to make our plates and screens in house, if your design requires new plates on the day of the Press Pass, this process takes around an hour

Additional Charges

- Time after 1 hour may be charged
- The machine time charge rates are between \$200 per hour and \$350 per hour, depending upon the press that is used. If you require longer than an hour to press pass we will need to charge you for this
- Tuning colours or design on the day uses significant quantities of raw materials (paper stock, foil, ink etc). These costs may need to be passed on to you. As an example, stock could cost ~\$1000 and foil ~\$200 if the press runs for an hour while press passing
- If additional plates or screens are required, these will be charged at the same rate as on your quote and the press will need to sit idle whilst this happens

Design on press

- We're happy to design on press in cases where you are unsure of the result you're after.
- We need to know about this in advance so that we can schedule the time, and have the correct materials on hand
- New plates and/or screens (if required) will be charged at the rate shown on your quote. Keep in mind these new materials take over an hour to make
- To combat this downtime, we suggest advising us of the additional variations you'd like to see so that we can make these additional plates/screens prior to the press pass date