

Educational Topics (v.080211)

Fineline Printing Group offers onsite or webinar-based training for our clients, usually at no charge. Below is a list of potential topics. Contact your Fineline representative to discuss your needs. We can tailor our materials and presentation to meet your specific needs.

Cross Media

- PURLS
- QR Codes
- Email
- Landing Pages

Green Printing/Marketing

Online Proofing

File Preparation Techniques

Variable Data Printing

- Beginning
- Advanced

Print-on-Demand and Online Ordering

Digital Asset Management

Direct Mail

- Benefits of using Direct Mail
- Recent changes with the USPS
- Mailpiece Design and Work-arounds
 1. Size
 2. Weight
 3. Mailpiece Flexibility
 4. Address Format (Fonts, placement options, return address)
 5. Folds and Tabbings/Wafer Seals



6. Print contrast ratio and print reflectance difference
7. Dark fibers and background patterns
- Distribution and Services
 1. Mailing Lists – when to purchase, purchase vs. renting; how to check quality
 2. Data append
 3. Demographic overlays
 4. Merge Purge
 5. Duplicate elimination
 6. ASE (Ancillary Service Endorsements)
 7. Accountable Services, i.e. certified, registered,
 8. Address standardization
 9. NCOA
 10. Business Reply Handling
 11. Response Analysis
- List Hygiene Essentials
 1. Barcoding
 2. Zip+4
 3. DPV
 4. Move Update
- Postal Regulations
 1. Guidelines
 2. Size
 3. Weight
 4. Mailpiece Flexibility
 5. Address Format (Fonts, all capitals, placement options)
 6. Tap Test
 7. Folds and Tabbings/Wafer Seals
 8. First Class, Standard, NonProfit
 9. Move Update
 10. Post Office Preferences
- Postage
 1. Saving on Postage (Presorting and Automation)
 2. Payment Options (pre-canceled stamps, permit imprint, meter imprint)
 3. First Class, Standard, NonProfit
- Ways to maximize delivery/receipt
- Intelligent Bar Codes
- “Green” options/demonstrating sustainability
- Online Integration
- Three Dimensional Mailing
- Overview of Shipping Solutions
- International Services

Printing

- Printing Methods
 1. Offset
 2. Digital
 3. Web
 4. Flexography
 5. Screen/Silkscreen

- Colors, Varnishes, Techniques
 1. CMYK Process
 2. Spot/PMS
 3. Things to Consider
 4. Varnishes
 5. Engraving, embossing, and thermography

- Paper
 1. Weight
 2. Coated vs. Uncoated
 3. Paper stock color
 4. Specialty papers (curious touch, transluents, metallics)

- Bindery/Finishing
 1. Scoring
 2. Folding
 3. Saddle-stich
 4. Side-stitch
 5. Perfect binding
 6. Case binding
 7. Plastic comb/coil binding
 8. Wiro binding
 9. Three ring binding

- What does My Printer Need to Know about My Project?
 1. The dimensions and number of pages
 2. The number of colors, process or spot
 3. The quantity (include your samples and seed names if it will mail)
 4. The color, feel, and weight of the paper
 5. The materials that you will be supplying to the printer (computer files)
 6. When you need the project completed/delivered