OP Reference #: DP020

Operation/Task:	**Signoffs**				Equipment:	**PC – Quadient Inspire Designer**
Owner:	**DP Manager**		**Date Created:**	7/14/14	**Department:**	Data Processing
			Revision History:	See last page		

ALERTS (see below):   Critical Step ◆   Quality Check ☑   Tip ☺   Team Safety ✚

Purpose: This SOP/work instruction describes the process of producing signoffs for variable print jobs.

Step #	Alerts	Step Description - "What to Do"	"How to Do it"	"Why to Do it"
1		Select records based on specific selection criteria in the ticket	Update the workflow to pull correct quantity, record types and any other special criteria that may be needed to select the correct records.	To ensure the mail pieces we give to CSRs to obtain approval are a good representation of the pieces being mailed and what the client wants to see.
2	◆☺	If job contains multiple variable components, make sure to use the same records	Update the workflow to pull the same records pulled in for the inkjet signoffs	So both components can be compared to ensure accuracy
3	☑	Verify signoff records selected meet criteria specified on ticket as well as Company standards (see definition below).	Open each laser signoff file and check the following: - Quantity of records - No break marks - Random throughout file (not sequential) - Sample record included if job requests samples - Seed record included if job includes seeds (unless specified on ticket to omit) - Quality of data (steer clear of 'garbage' records)	Ensure that signoff records selected meet all requirements before providing to CSR
4	◆☑	Verify all variable and static content is appearing properly	Visually review signoffs for all content being printed. Review fonts, placement, variable components, etc.	To ensure a quality product is being produced for the client
5		Produce and supply PDF signoffs	Run the FINAL_PDF module to create PDFs with the approved base art included for the signoff records and include all signoff records. If digital print (Indigo/Variable Web), use the PitStop plug-in in Acrobat to crop proofs to final trim size. Inkjet/Laser – ONLY provide signoffs after base art has been approved and provided to DP via Premedia/PowerSwitch	This ensures the CSRs can provide accurate proofs for client review/approval.

6		Print out the sign-offs on the appropriate machine.	After running the appropriate proofing action(s) via PitStop, proofs for all production machine types (Inkjet, Laser, Indigo, Variable Web, DP100) should be printed on the Ricoh printer. Be sure to include SOF and HOTSPOT hard copies. If a job is inserted into a windowed envelope, an extra copy must be printed, trimmed to final size, folded and inserted into the envelope to validate USPS specs are met.

Digital Print jobs will often request an Epson proof. If requested, print the proof out on a color accurate Epson printer. Be sure to check that the proof receives the green check mark icon, indicating it passes color certification. Attach a proof label with the correct information to each piece. | The CSRs want to check that our proof matches what they intended for the final piece, and the client may want to see a printed piece to sign-off on. If the CSR or client wants to see a color accurate printed piece they will request an Epson proof. |
7	☑	Verify address block	Print max-line record and check the following: - Address block fits within the window on the envelope (if applicable) and falls within postal guidelines. Refer to the USPS NOTICE 67 which is the clear yellow transparent template for various requirements such as minimum font size, barcode placement and size. - Unless otherwise specified, Intelligent Mail Barcode (IMB) prints on the last line, is bottom justified and meets postal requirements. In all cases, the IMB should anchor the address block and not float - There are no blank lines with the address block	Ensure the address block meets postal guidelines prior to job approval.
8	◆☑✛	Gain Postal Approval	Prior to taking the proof to the CSR, route the proof to the Mail Entry team for Postal Approval.	The Mail Entry team validates address block position on all mailing pieces to ensure all USPS specs are met and the piece is deliverable prior to any live production work is produced. This eliminates the risk of producing live work that does not meet postal spec, resulting in potential re-work.
9	✛	ONLY if requested, reduce the size of the PDF	If a CSR requests us to make a sign-off PDF smaller we can use the "reduce file size" option in Acrobat. Watch for problems such as changes in font appearance or bad looking images. If you are having issues, you can use the Acrobat Pro on the MAC which has more advanced tools.	E-mails containing the PDFs will be rejected by email servers if they are too large and FTP may not be possible for the CSRs to supply the PDFs to the client and the size of the PDF needs to be smaller in order to email.

| 10 | | "LIVE" proofs | Produce signoff records as if they were live-run; Imposed properly based on the production machine and route to appropriate department for run on live material. | Occasionally, clients will request to see proofs on live material. When this is the case, a file must be produced that matches production run specs; imposed to match the production run, and produced on the same machine for accurate representation of what the production run will look like. |

Notes:

Definitions: Company standards include:
1. Selecting records called out in the Stat Report 2. Selecting record(s) for each letter version 3. Selecting record(s) randomly throughout the file – do not just pick the first few on the file 4. Selecting record(s) that contain valid name/address components (steer away from 'garbage' records) 5. Do not select records with pkg / ctn break marks

Revision History	Description of Changes	Requested by	Date
Rev 1	Revised SOP to new format	Kathy Osterberg	7/14/14
Rev 2	Staff review with various updates	Kathy Osterberg	3/25/15
Rev 3	Combined Laser and Indigo	Kathy Osterberg	5/29/15
Rev 4	Added step to document the existing processing of gaining postal approval for Indigo jobs	Kathy Osterberg	6/24/15
Rev 5	Reviewed by Team Lead and manager. SOPs 17-20 were re-written to conform with current processes; replaced GLS with Company; updated to current SOP format.	Jeff Lungstrom	2/21