



Spring 2016

- ▶ **An Online Printing Training Resource Center for Owners and Workers**



How we deliver training

Class index short titles

Owner's Channel— detailed descriptions

Academy Channel—detailed descriptions

**Customer Service/Selling; Design and
Type; Digital/Color; Printing; Bindery;
and Paper**



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*Welcome to CPrint® Academy,
an online Printing Resource for you and your workers*

CPrint Academy is available by subscription for \$495 per year per company covering as many workers as you wish to subscribe within your shop or location. There is no additional cost for “seats.”

There is an Owner’s Channel as well as an Academy Channel. The Academy Channel is for workers and contains programs, quizzes, study guides and tests. The Owner’s Channel has access to the complete Academy Channel plus CPrint University sections on Management and Finance/Accounting as well as our Resource Library of downloadable documents.

How do we deliver? *Workers have access to five sections:*

- 1. Programs or classes typically 6 to 15 minutes in length
Customer Service; Design and Type; Digital and Color;
Printing; Bindery; and Paper*
- 2. Daily CPrint Training Tip email linked to programs for more info*
- 3. Quizzes on each of the core programs*
- 4. Tests on groups of programs by subject matter (results sent to you)*
- 5. Study guides featuring resources both inside and outside of CPrint Academy to follow for specific learning objectives*

Owners have access to two additional sections:

- 6. Owner CPrint University Programs on management topics*
- 7. Owner Resource Document Library for downloads*



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1. Programs or classes typically 6 to 15 minutes in length

First, our training site contains short 6 to 15 minute printing-specific programs available to you and your workers from any Internet connection (shop, home, coffee shop) which may be viewed as often as desired. These may be viewed individually or shown to groups of workers. Two to four new program elements are added each month.

Your account is identified as an “owner” account at subscription and then you may add other workers as desired. Only owner accounts have access to the Owner Channel as described below.

2. Daily CPrint Training Tip email linked to programs for more info

Second, we publish a thought-provoking and engaging CPrint Tip every working day during the year delivered via email. That email focuses on a training point and usually has a link to one of our online training classes should the recipient want more information. So, each day you and your workers are reminded of a training point.

To view a sample programs, documents and a tour and/or receive sample of our daily CPrint Tips, please go to www.cprint.com/cprint-academy/.

3. Quizzes on each of the core programs

Quizzes are available on our core programs. Quizzes allow students to test their understanding of the topic without penalty. They may take the quiz as many times as they like as no records are kept of the score.

The student may also take the quiz before viewing the program to see what they already know.



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4. Tests on groups of programs by subject matter (results sent to you)

These tests are in functional areas such as *Paper* and encompass all programs within that category. The student completes the test and then the results come back to YOU so that you may see if the student passed.

You may use these tests with your current workers, of course, but they are ideal to use as **pre-employment tests** as well. As many people as you wish may be tested at no additional cost.

Students do not need to view programs or participate in quizzes prior to taking a test. This allows your more veteran workers to test out of more basic subjects should you wish.

OWNER'S CHANNEL

5. Owner CPrint University Programs

Fifth, owners have access to certain *Owner Programs* such as *how to deal with difficult employee situations* or *employment at will* or *independent contractors*. These programs also are accompanied by quizzes.

6. Owner Resource Document Library for downloads

Sixth, by way of the *Owner's Channel*, we make certain *downloadable documents* available. They deal with finance, sales, supervision and other management subjects.

Academy Focus on what the CSR needs to know

All Academy programs are directed at the CSR and sales level (*except owner programs*) but are useful to anyone needing additional familiarization with printing products and processes; whether new workers or long term. You may want a press operator to know more about digital and vice versa.



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Longer Term Workers Benefit as Well

While the programs are perfect for new hires, the content is not limited to newbies. Sure, we have familiarization programs on customer supplied files, color, printing basics, digital, paper and product knowledge that allow you to get your new hires up to speed faster. But we're not limited to that.

Do your CSRs and sales people know the 5 Steps in developing customer relationships? How about the importance of getting our fair price from their view point? Additionally, these are perfect for cross training. Remember, our focus is to spread printing-specific knowledge among all of your workers.

Is fifteen years' experience really fifteen years or is it five years repeated three times. Worse yet, is it one years repeated fifteen times? – W. Edwards Deming

We hope you will review the attached classes currently offered and subscribe. Again, it is only \$495 per year. To subscribe, click over to www.cprintalliance.com

Happy Trails,

Tom



Tom Crouser

Chairman

CPrint® International

Cell (304) 541-3714

Office (888) 427-6714 + Fax (321) 214-0391

235 Dutch Road, Charleston, WV 25302

World Wide Web: <http://www.cprint.com>



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CPrint® Academy Class Index Spring 2016, Version 1.0

Classes listed are available as of January 1, 2016.

Class Titles (see class descriptions that follow) Time is indicated on each class.

OWNER'S CHANNEL (programs only available to owner-subscribers)

Management

- SAFE: Confronting Difficult Personnel Issues
- SAFE: Confronting Difficult Personnel Issues QUIZ
- Employment at Will
- Employment at Will QUIZ
- Independent Contractors
- Independent Contractors QUIZ

Finance and Accounting

- Basic Concepts – Finance and Accounting
- Attest Letter
- Balance Sheet
- Income Statement
- Statement of Cash Flows
- Statement of Retained Earnings and Footnotes
- Depreciation
- Inventory
- Basic Pay Issues
- Basic Pay Issues QUIZ
- Common Pay Issues
- Common Pay Issues QUIZ
- PBG: Calculating Your Projection, Budget and Goal

DOWNLOAD LIBRARY OF DOCUMENTS FOR OWNERS

- Printer's Extract of IRS Tax Audit Guide for Commercial Printing
- Internal Revenue Service Commercial Printers Audit Guide
- Calculating Inventory Values, Especially Work-in-Process
- Employee Performance Evaluation (1 of 2)
- Employee Performance Evaluation (2 of 2)
- Credit Application Model
- Terms and Conditions of Sale



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ACADEMY CHANNEL (*programs open to owner and workers*)

Customer Service and Sales

- 5 Steps in Developing Customer Relationships
- 5 Steps in Developing Customer Relationships QUIZ
- Importance of Price
- Importance of Price QUIZ
- Giving Good Email
- Giving Good Email QUIZ
- Giving Good Phone
- Giving Good Phone QUIZ
- Creating Effective Brochures
- Creating Effective Brochures QUIZ
- Verify Mail Lists
- How to Read an Inch Ruler (*basic*)

Design and Type

- What You Need to Know About Type
- What You Need to Know About Type QUIZ
- Type Terms
- Type Terms QUIZ
- From Letterpress to Digital: how we got where we are today
- From Letterpress to Digital QUIZ
- 12 Famous People of Type
- 12 Famous People of Type QUIZ
- 3 Minute Review of Type
- Basic Type Illustrated
- Intro to Logo Design

Digital and Color

- Why Do You Ask About Customer Files
- Why Do You Ask About Customer Files QUIZ
- Why Fonts Are a Problem
- Why Fonts Are a Problem QUIZ
- Color Problems in Customer Files
- Color Problems in Customer Files QUIZ
- Two Types of Color: RGB and CMYK
- Two Types of Color: RGB and CMYK QUIZ
- Customer Files and Standards
- Customer Files and Standards QUIZ
- Color Basics
- Color Basics QUIZ
- Intro to Color, Part I
- Intro to Color, Part II – CMYK and Printing



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Ten tips for getting files printed without problems
Offset vs Digital Printing: Advantages of Each

Printing

Ink as Peanut Butter and Jelly (pigment, vehicle, additive, viscosity, more)
Major Printing Processes
Focus on Offset
Entering Printing Orders
Printing Jargon
Ink Basics
Fundamentals of Offset Lithography
Letterpress Printing
Introduction to Variable Data Printing – VDP
Offset vs. Digital: Advantages and Disadvantages
Printing Envelopes at High Speed

Bindery

Cutting: a Basic Primer
Folding Basics: buckle folds and knife folds
Scoring and Die Cutting

Paper

Paper Introduction
Paper Introduction QUIZ
Paper Characteristics
Paper Characteristics QUIZ
Paper Making
Paper Making QUIZ
Advanced Paper Topics
Advanced Paper Topics QUIZ
How Carbonless Paper Works
Paper: The Basis Weight Story
Curious Coatings
Paper Making video
How Envelopes are Made video
Paper Sheeting video

Study Guides

Which Prepress Software to use
Adobe Acrobat familiarization
Adobe Illustrator familiarization
Adobe InDesign familiarization
Adobe Photoshop familiarization
EFI Fiery



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Microsoft Excel Study Guide familiarization, intermediate and advanced
Tests

- Customer Service TEST
- Digital TEST
- Employment Law TEST
- Paper TEST
- Type TEST

End of Topical Index – Detailed Descriptions Follow



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Owner's Channel (*classes only available to owner-subscribers*)

Upon subscribing, owners' accounts are identified and they are allowed to access specific additional classes as well as add as many workers to their account as they wish (within the same location).

Management

SAFE: Confronting Difficult Personnel Issues

<http://cprintalliance.com/member/content/p/id/171/>

No one likes to confront over worker behavior so we commonly put it off until we can't stand it anymore and then blow up. We end up with a dysfunctional workplace and looking like an ole grouch. There is a better way using the four-step SAFE model. SAY it as you see it. ASK what they will do about it. FIND a solution. EXPECT performance. 8 minutes

SAFE: Confronting Difficult Personnel Issues QUIZ

<http://cprintalliance.com/member/content/p/id/215/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Employment at Will

<http://cprintalliance.com/member/content/p/id/29/>

Employment at will is different than Right to Work. Employment at will deals with your ability to terminate an employee. Employees can quit at any time they want to; employment at will is the ability for the employer to terminate at any time for cause, without cause or for no cause at all. But there are limitations: common law and legislation. Court imposed: public policy; covenant of good faith; probationary periods; and implied contracts. Legislation: Civil Rights Act of 1964; pregnancy discrimination; and concerted effort. Protecting against Wrongful Discharge suits. Tom Crouser 18 minutes

Employment at Will QUIZ

<http://cprintalliance.com/member/content/p/id/212/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Independent Contractors

<http://cprintalliance.com/member/content/p/id/30/>

Employees compared with Independent Contractors. What is independent contractor? No taxes are withheld from independent contractors, but there are rules determining who can



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be classified as an independent contractor as well as reporting requirements. What happens if we get it wrong? The 11 Factor Test has been used by IRS since 2010. These factors are in three categories: behavior; financial; type of relationship. Tom's Litmus Test. Tom Crouser, 16 minutes

Independent Contractors QUIZ

<http://cprintalliance.com/member/content/p/id/214/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Finance and Accounting

Basic Concepts – Finance and Accounting

<http://cprintalliance.com/member/content/p/id/31/>

Start here with the basics including the difference between bookkeeping, accounting and finance. Learn key principles: matching principle, materiality, going concern, cost principle and business entity. When do you need financials: monthly, quarterly or annually? Learn about Generally Accepted Accounting Principles (GAAP) and the four assumptions; four principles and four constraints. A must do for those serious about understanding financials. Not too heavy; not too light; rather, just right. 18 minutes.

Attest Letter

<http://cprintalliance.com/member/content/p/id/32/>

Six major parts to a financial statement and the first part is the Attest Letter. Specifically the attest letter is a transmittal letter from a professional accountant to the owners of the company and it offers different levels of assurance (compilation, review and audit). Learn the difference and why the lightest level, the compilation, seems not to say anything except do not blame the accountant, it tells who the umpires and referees are and more. The more is important to you. 17 minutes.

Balance Sheet

<http://cprintalliance.com/member/content/p/id/33/>

Called the scoreboard of the financial statements; the balance sheet shows what we have, what we owe and what we own. It is from the Balance Sheet that financial strategy is formed. Learn about the current ratio; quick or acid test ratio; and days? cash on hand. How to calculate them and what they mean and how the Balance Sheet really works. 22 minutes.

Income Statement

<http://cprintalliance.com/member/content/p/id/34/>



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This is the instant replay of the financial statements and it shows what happened during the previous period which results in the score on the scoreboard or Balance Sheet. Understand gross margin, gross profit and how that relates to calculating a break even or where a company begins making profit (income). Fixed, variable and semi-variable expenses explained. Expense classification method explained as well as descriptions of the six most common income problems faced by owners. 24 minutes.

Statement of Cash Flow

<http://cprintalliance.com/member/content/p/id/35/>

This statement shows where the cash is created and where it goes. It shows why cash and net income is not the same thing. In-depth illustrations of how the statement works as well as how cash really flows through a business. 23 minutes

Statement of Retained Earnings and Footnotes

<http://cprintalliance.com/member/content/p/id/36/>

These two comprised the fifth and sixth parts of the Financial Statements. The Statement of Retained Earnings shows what has happened in the equity section during the period. Essentially this shows how much money the business has earned or lost in all previous periods, how much it is earning or losing during the current period; and what money the owners have taken out of the business during the period through dividends, distributions or withdrawals or put into the business, if any. Footnotes disclose all other financial information that is pertinent but not disclosed in any statement. 10 minutes

Depreciation

<http://cprintalliance.com/member/content/p/id/37/>

Shows how and when depreciation is a real cash expense to the business as well as describes amortization, which is nearly the same as depreciation. Illustrates effect depreciation has on cash flow. Explains the Modified Accelerated Cost Recovery System (MACRS) required to be used in the US by the Internal Revenue Service. A special section on accelerated depreciation (Section 179 in the US) shows how it can be a trap for the business owner for it saves no cash overall. 16 minutes.

Inventory

<http://cprintalliance.com/member/content/p/id/38/>

Why inventory is important in having accurate financial information. Different kinds of inventory: raw materials, retail, finished goods and work-in-process. Different methods of tracking inventory: perpetual (continual) vs. periodic (counting periodically as in monthly). Valuing inventory: cost or market; FIFO (first-in, first-out); and LIFO (last-in, first-out). Special section on Work-In-Progress (Process) includes why we must track it (IRS says so) and an easier way to value it. Inventory turns and the effect of increasing



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the turns on cash in the bank as well as when you really get cash out of inventory are explained. 20 minutes.

Basic Pay Issues

<http://cprintalliance.com/member/content/p/id/42/>

Discussion of Fair Labor Standards Act; companies covered; definition of Workweek and its use in calculating overtime pay; Hourly, Salary-Exempt, Salary Non-Exempt Employees; two methods of calculating overtime pay for Salary Non-Exempt Employees . 22 minutes.

Basic Pay Issues QUIZ

<http://cprintalliance.com/member/content/p/id/209/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Common Pay Issues

<http://cprintalliance.com/member/content/p/id/43/>

Frequently asked questions about pay and payroll. Issues: more than one workweek in payroll period; payday; vacation and holiday hours; do vacation or holiday hours worked for overtime; bonuses and overtime pay; when work begins; unauthorized overtime; keeping track of time; uninterrupted lunch periods; breaks; and counting payroll time. 14 minutes.

Common Pay Issues QUIZ

<http://cprintalliance.com/member/content/p/id/211/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

PBG: Calculating Your Projection, Budget and Goal

<http://cprintalliance.com/member/content/p/id/229/>

How to calculate your projection and where to find your monthly budget and goal number.

Downloadable Documents for Owners

Resource - Library

<http://cprintalliance.com/member/content/c/id/30>

All documents may be downloaded from this URL

Printer's Extract of IRS Tax Audit Guide for Commercial Printing



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Internal Revenue Service Commercial Printers Audit Guide
Calculating Inventory Values, Especially Work-in-Process
Employee Performance Evaluation (1 of 2)
Employee Performance Evaluation (2 of 2)
Credit Application Model
Terms and Conditions of Sale

End of Owner Channel – Academy Channel Follows



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ACADEMY CHANNEL

Customer Service/Selling

5 Steps in Developing Customer Relationships

<http://cprintalliance.com/member/content/p/id/146/>

Using our MONEY model, go through logical steps in developing a customer relationship and building trust. Five steps are: Me, Organization, Niche or product, Estimate or price, Yes or agreement to proceed. Look nice, smell nice and be nice. Your customer is a person, not a company. Make a connection. Attitude is how we act, not how we feel. Remembering names. Differentiate yourself. Avoid negatives. Two powerful words. Take responsibility. 3 step method in handling complaints.

5 Steps in Developing Customer Relationships QUIZ

<http://cprintalliance.com/member/content/p/id/203/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Importance of Price

<http://cprintalliance.com/member/content/p/id/161/>

The printing industry is very price sensitive but it's us not them (customers). Right, we're very price sensitive and this program shows you why. Outrageous prices, where the money goes, the 50% more or 20% less rule; what happens when we discount 10%; how about discounting 20%; what if we increase prices 10%; get a fair price and suggestions on how to do so.

Importance of Price QUIZ

<http://cprintalliance.com/member/content/p/id/206/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Giving Good Email

<http://cprintalliance.com/member/content/p/id/168/>

We all get email but what guidelines should we use for business email? Elements of the message are dissected with guidance for each: subject; salutation; body; thank you and your name; signature. Difference in response and original email. Graphically pleasing signatures. Rules: when to use the phone; don't shout; do no harm; assume public; attachments; respond; reply to all; avoid mind dumps; single subject; blind carbon copies; LOL!!!; templates; and read it before sending.



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Giving Good Email QUIZ

<http://cprintalliance.com/member/content/p/id/205/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Giving Good Phone

<http://cprintalliance.com/member/content/p/id/167/>

A telephone call isn't an interruption to our business, it is our business. When customers call, they don't see our nice lobby, they just hear us. The way we act and sound then IS our business to the caller. Here are some ways to look good. What do you say when you answer? Importance of getting their name. You know what to do – smile and more. Things not to do. Listening tips. Putting callers on hold and transferring. Taking and leaving a message.

Giving Good Phone QUIZ

<http://cprintalliance.com/member/content/p/id/204/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Creating Effective Brochures

<http://cprintalliance.com/member/content/p/id/230/>

While not designers, we can help customers create effective brochures by understanding the basics. What's the purpose? How it will be distributed? When will it be used? Three types of common brochures. Body copy and the call to action with full contact information. Discusses tone and design as well as the order the reader sees brochure elements (photos, headlines, body copy). Ways to create emphasis in text. Creating stand-alone panels. As well as a word on paper stock and the effect folds have on the reading of the brochure including descriptions of the six most popular brochure folds.

Creating Effective Brochures QUIZ

<http://cprintalliance.com/member/content/p/id/233/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Verify Mail Lists

<http://cprintalliance.com/member/content/p/id/228/>

It does us little good to send information to people who aren't there or businesses that have closed which is why we verify our mail list with a phone call. Could be an existing list of customers or a list of suspects, it doesn't matter. Here's how to do it the easy way.



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How to Read an Inch Ruler (*basic video*)

<http://cprintalliance.com/member/content/p/id/232/>

A basic primer on reading an Inch Ruler that is divided into 16ths of an inch. A lot of grown folks have some difficulty with this and, if you do, please review the video. No records are kept so no one will ever know you saw it.

Design and Type

Type: What You Need to Know

<http://cprintalliance.com/member/content/p/id/148/>

Four basic typefaces: serif, sans serif, script and decorative. Uses. Justified copy, flush left or ragged right, flush right and centered. Type family: same style different emphasis. Faces, fonts and families. Type size: ascender, descender, x-Height, line spacing or leading, setting type solid. Measure or line width. Orphans, widows and where to get help in identifying type.

Type: What You Need to Know QUIZ

<http://cprintalliance.com/member/content/p/id/201/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Type: Terms

<http://cprintalliance.com/member/content/p/id/149/>

x-Height, points and picas. Type parts: strokes (hairline and stem); serifs (bracketed and square); closed and open bowls; counters (open and closed) and crotches; arms and legs; ears; spurs; cross bar and cross stroke; loops (open and closed) and links; tail; spine; eye; and shoulders.

Type: Terms QUIZ

<http://cprintalliance.com/member/content/p/id/200/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

From Letterpress to Digital: How we got where we are today

<http://cprintalliance.com/member/content/p/id/155/>

Letterpress, offset printing, xerography and digital processes are reviewed and illustrates how our imaging equipment has evolved. Background necessary for understanding today's printing process.



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From Letterpress to Digital: QUIZ

<http://cprintalliance.com/member/content/p/id/207/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

12 Famous People of Type

<http://cprintalliance.com/member/content/p/id/166/>

Who impacts us to this day: Johann Gutenberg of course; Nicholas Jenson and the first Roman face; William Claxton's first English book; Aldus Manutius the first publisher; Claude Garamond's Roman faces; William Caslon's historic type; John Baskerville type as well as his improvements to paper and ink; Giambattista Bodoni's geometric type; Pierre Fournier, aka Pierre le Jeune, standardized type sizes and created type families.; Francoise Didot refined le Jeune's system; Frederic Goudy the first full time type designer; and Edward Benguiat who designed over 500 modern typefaces.

12 Famous People of Type QUIZ

<http://cprintalliance.com/member/content/p/id/197/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

3 Minute Review of Type

<http://cprintalliance.com/member/content/p/id/183/>

3 minutes for a quick review; ascenders; descenders; serifs; counter; baseline; cap height; x-height; abbreviated classes of type; leading; tracking; kerning; points; picas; flush right, flush left (ragged right); centered; justified; avoid rivers; hierarchy; contrast; and never stretch type. Karen Kavett. 3 minutes.

Basic Type Illustrated

<http://cprintalliance.com/member/content/p/id/184/>

Different type faces provide emphasis in typography; anatomy of type; base line; x-height; descenders; ascenders; cap height; serif; sans serif; slab serif; script; decorative; and vocabulary. Dawn Jacobs – 7 minutes

Intro to Logo Design

<http://cprintalliance.com/member/content/p/id/189/>

Hard to do; keep it simple; what makes them successful; sketch in freehand; list of words you want logo to portray; no shortcuts; flexibility – full color vs. one color; then fonts and colors. Karen Kavett. 4 minutes



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Digital and Color

Why Do You Ask About Customer Files?

<http://cprintalliance.com/member/content/p/id/172/>

19 questions for the customer and, more importantly, answers about why we ask them in the first place. Includes checklist of hierarchy of questions. Questions include: digital or offset; PDF or native; name of files; finished size; Mac or PC; application; version; printed copy; printed copy of separations; clear margin; bleeds; color build; application gathered; file creator contact info; fonts included; may fonts be substituted; fonts outlined; photos EPS or TIF; and photo resolution. 15 minutes

Why Do You Ask About Customer Files QUIZ

<http://cprintalliance.com/member/content/p/id/217/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Why Fonts are a Problem – 7 key issues – in Customer Files

<http://cprintalliance.com/member/content/p/id/173/>

There are thousands of fonts, many named the same but are from different foundries and have subtle changes in kerning, tracking and spacing meaning they don't work the same. Changes in line length and page endings are common. Also our computer tries to substitute a residential font of the same name for customer's file defined font. Four choices for overcoming: embedded PDF; gathered file; getting customer's fonts; and outlining to avoid substitution. Postscript vs. TrueType fonts. PC vs. Mac fonts. 10 minutes.

Why Fonts are a Problem QUIZ

<http://cprintalliance.com/member/content/p/id/213/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Color Problems in Customer Files

<http://cprintalliance.com/member/content/p/id/174/>

11 points to remember. How color is different in different situations. Printed colors more accurate and provide us more control in CMYK or Pantone. Proofs needed for all separations. If no proof assume RGB. Case for using RGB color build. If color model unknown, assume RGB. Providing digital proofs to customers. Spot color identification. If customer doesn't use standards, prepress must fix at additional charge. 11 minutes.



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Color Problems QUIZ

<http://cprintalliance.com/member/content/p/id/210/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Two Types of Color: RGB and CMYK

<http://cprintalliance.com/member/content/p/id/175/>

This short program specifically explains RGB (the color of light) and CMYK (reflective color) and why it makes a difference. Perfect for the person new to color issues. 6 minutes

Two Types of Color QUIZ

<http://cprintalliance.com/member/content/p/id/216/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Customer Files and Standards

<http://cprintalliance.com/member/content/p/id/169/>

Accepting customer files can create many problems. Printing industry has developed standards to resolve these. If customer doesn't use, they can expect their job to cost more and take more time. What are the standards? PDF files, gathered (collected, packaged or saved) supported application files (InDesign, QuarkXPress, Microsoft Publisher), native files from known customers (InDesign, QuarkXPress, Microsoft Publisher), Word files converted to PDF. Internet issues, email attachments and FTP sites.

Customer Files and Standards QUIZ

<http://cprintalliance.com/member/content/p/id/208/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Color Basics

<http://cprintalliance.com/member/content/p/id/162/>

There are three basic things you need to know about reproducing color. 1) Digital presses and copiers convert RGB color process (red, green, blue) into CMYK usually without incident to build their color. 2) However, the offset printing process uses CMYK (cyan, magenta, yellow and black) to build all colors in the spectrum. And therein lies a problem for us. 3) And there's a spot color in the offset process which is a specific color of ink. Class shows examples and illustrates choices customers have in converting their files from RGB to CMYK.



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Color Basics QUIZ

<http://cprintalliance.com/member/content/p/id/223/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Intro to Colors, Part I

<http://cprintalliance.com/member/content/p/id/185/>

What colors look good with each other; primary colors; secondary colors; mix primary with secondary to get tertiary colors; warm colors; cool colors; tints; shades; subtractive colors; additive colors; hue; saturation; lightness/value; monochromatic (adding white and black); analogous (next to each other on color wheel); complimentary colors (directly opposite each other on color wheel); complements (same value but opposite hues); and vibration effect. Karen Kavett. 6 minutes.

Intro to Color, Part II – CMYK and Printing

<http://cprintalliance.com/member/content/p/id/186/>

Cyan, magenta, yellow and black; subtractive color model; halftones; use CMYK for printing; bleed; trim line; DPI – dots per inch (pixels); 300 dpi minimum for printing; pixilation; distance affects dpi – billboard vs. print; plain black and rich black; why use plain black for text; spot colors; pantone colors; file types – raster and vector; raster = pixels; vector = formulas (scalable); outlining text; jpeg (*.jpg); and tif (tiff). Karen Kavett. 7 minutes.

Ten tips for getting files printed without problems

<http://cprintalliance.com/member/content/p/id/190/>

1-Software compatibility; 2-color settings of files; 3-RGB to CMYK; 4-Fonts; use Post-Script fonts; avoid TrueType fonts; 5-resolution; print needs higher resolution; don't scale up Photoshop images; 6-spot colors; 7-bleed and crop; 8-trapping; let your printer trap; 9-pre-flightting; always print separations; print sample proofs for printer; 10-the proof. Jim Kohier, PrintersPlaybook – International Paper. 10 minutes.

Offset vs Digital Printing: Advantages of Each

<http://cprintalliance.com/member/content/p/id/177/>

Review of offset vs. digital, advantages and disadvantages, cross over point of prices; considerations in running offset vs. digital. International Paper. 9.5 minutes

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Printing

Ink as Peanut Butter and Jelly

<http://cprintalliance.com/member/content/p/id/107/>

Ink tact is like Peanut Butter and Jelly. And if you understand how to make a peanut butter and jelly sandwich, you can understand how to lay ink down properly when wet trapping. In this program, Morris Clement of Heidelberg explains ink including pigment, vehicle and additive as well as the difference between tact and viscosity. Both dry and wet trapping as well as tolerances required by all presses are discussed. Along the way, Morris explains how the Heidelberg Printmaster QM 46 avoids ink migration problems so common with a T-head. Also sequence of common colors to print, cylinder bearers vs. spring loaded cylinders are addressed as well as a great technique to keep polyester plates moving during a run

Major Printing Processes

<http://cprintalliance.com/member/content/p/id/76/>

What are the major printing processes? How do they differ? Here is what you need to know in order to be a more complete printing professional.

Focus on Offset

<http://cprintalliance.com/member/content/p/id/77/>

What are the limitations and advantages of OFFSET? What type of jobs can we produce? What CAN'T we do well? What process fit a certain project? Examples. Learn to talk about offset in a practical way by explaining benefits for your features.

Entering Printing Orders

<http://cprintalliance.com/member/content/p/id/79/>

Printing is a close looped system. Whatever is decided upon in the Order Entry stage has a direct effect on EVERY department in the shop. In this module we will discuss the decision making process for a printing job in general. 25 minutes.

Printing Jargon

<http://cprintalliance.com/member/content/p/id/80/>

Major printing jargon is discussed and explained. What s a bleed? Work and turn? Sheet wise? Work and tumble? Halftones: dot patterns? 2 up, 4/4 printing, gang run, etc. 20 minutes.



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Ink Basics

<http://cprintalliance.com/member/content/p/id/82/>

Ink is just ink, right? Well, it depends. In this session various ink types are discussed as well as the pros and cons of each. Also covered will be the Pantone Matching System, CMYK vs. Spot Color and the CSR's role in helping a customer choose inks based on the product's use, i.e. outside posters vs. inside functional forms vs. industrial stickers, etc. CSR/Sales must attend. 19 minutes

Fundamentals of Offset Lithography

<http://cprintalliance.com/member/content/p/id/176/>

Good introduction to the principles of offset, operation of the offset press plus some bindery. MarComPOP. 7 minutes.

Letterpress Printing

<http://cprintalliance.com/member/content/p/id/182/>

Video example of a hand fed letterpress in operation. This Chandler & Price 10x15 press was a very common site in many printing companies up through the 1970s. In this basic example, you will see how it operated and operates today in some shops.

Introduction to Variable Data Printing - VDP

<http://cprintalliance.com/member/content/p/id/190/>

Studies of results; where VDP is used; modes and levels of VDP; first level salutation changes; second level content variables by region or target market; third level is full personalization on each piece with text and graphic changes from copy to copy; value of VDP – may have to educate customer. Jim Kohier, PrintersPlaybook – International Paper. 7 minutes

Offset vs. Digital: Advantages and Disadvantages

<http://cprintalliance.com/member/content/p/id/178/>

Digital: no metal plates; quicker turnaround; variable data; personalization; smaller jobs more cost effective; no ink absorption. *Offset:* better color control; better end product; faster in longer runs; higher dots per inch – sharper images; spot colors; less cracking at folds; larger jobs more cost effective; ink absorption. Colors print different on different processes – recommend color-bridge in setting up files. Christian Knightly; 7.5 minutes

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Printing Envelopes at High Speed

<http://cprintalliance.com/member/content/p/id/227/>

Most envelopes require some type of printing and here we show you how envelopes are printed at high speed. Take a few minutes and join us on a tour of envelope printing in Paper Valley Wisconsin. The Paper Mill Store.com - 2.5 minutes

Bindery

Cutting: a Basic Primer

<http://cprintalliance.com/member/content/p/id/108/>

Alan Kabakoff of Colter & Peterson, Inc. in Vernon, California presents this primer on cutting and cutters at the 2007 Technology/Production Conference. Included are topics on common cutting problems such as over-cuts, under-cuts and mushroom cuts as well as arc cuts. Types of blades and clamp pressures as well as operating tips are included. And there's a great quiz for those who know all there is to know about cutting. Try it.

Folding Basics: buckle folds and knife folds

<http://cprintalliance.com/member/content/p/id/179/>

Standard letter fold (tri fold); roll fold; folding compensation; roll fold; proper planning; proper fold set up; buckle fold; knife folding; all folds not created equal; file setup is document creator's responsibility; mechanical folding (buckle fold; knife fold); thinking finishing at the beginning of jobs. Foldfactory.com; 15 minutes

Scoring and Die Cutting

<http://cprintalliance.com/member/content/p/id/180/>

Examples of dies used for die cutting, scoring; die cut demonstration; letterpress scoring demonstration; how to know when something should be scored; advantages/disadvantages of scoring; different ways to score; die can combine cutting, perforating, scoring and kiss-cutting; die-cutting can be done inline or offline; costs increases with complexity of die. Reasons for scoring include: weight of the stock; ink coverage; grain direction; and color breaks at the fold. Scoring can be done inline or offline and on a scorer or stitcher. Foldfactory.com; 9 minutes

Paper

Paper Introduction

<http://cprintalliance.com/member/content/p/id/142/>

Substrate; the five modern paper groups; each group has different basic size; basis weight; comparing 20lb bond vs. 50lb offset; parent and cut size paper; junior carton;



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ream; writing and bond; digital papers; text, book and offset; cover, cover stock and card; Bristol; and double thick and cover Bristol. 6.5 minutes

Paper Introduction QUIZ

<http://cprintalliance.com/member/content/p/id/195/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Paper Characteristics

<http://cprintalliance.com/member/content/p/id/143/>

Grain; grain long or short; folding with grain; coated and uncoated; coated finishes, dull, matte and gloss; thickness (caliper); brightness; why brightness is important; porosity indicating how ink absorbs into the sheet; smoothness relating to sheet's flatness; and paper strength. 5.5 minutes.

Paper Characteristics QUIZ

<http://cprintalliance.com/member/content/p/id/198/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

Paper Making

<http://cprintalliance.com/member/content/p/id/144/>

Fourdrinier (foor drínnee ər) process is basis of all modern papermaking (invented by Henry Fourdrinier); 4 steps of process; Forming or wet end; Pressing or squeezing water out; Drying to 6% water content; Calendering or smoothing paper by passing between polished metal rolls; wire side and felt side; felt side is preferred printing side; identifying felt side; felt side is not felt finish; enormous paper rolls come off paper machine; slit into smaller rolls for roll fed presses or "sheeted" into "cut papers"; special finishes (like linen); paper being sheeted; ream wrapped in cartons; delivered as parent size or in junior cartons to us. 5 minutes.

Paper Making QUIZ

<http://cprintalliance.com/member/content/p/id/199/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

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Advanced Paper Topics

<http://cprintalliance.com/member/content/p/id/145/>

Recycled paper definition; definition of postconsumer waste; conductivity of paper and how it can relate to poor image quality in digital systems; formation is uniform distribution of fibers in sheet; double-thick cover; duplex paper; deckle edge; ink holdout characteristic of paper which retards ink absorption; paper degradation; archival quality; and acid free paper. 4 minutes

Advanced Paper Topics QUIZ

<http://cprintalliance.com/member/content/p/id/196/>

A quiz on the topic that may be taken as many times as desired for studying purposes. Scores are *not* recorded.

How Carbonless Paper Works

<http://cprintalliance.com/member/content/p/id/181/>

Principal behind carbonless paper. CB, CF and CFB. Nekoosa Coated Products 4 minutes

Paper: The Basis Weight Story

<http://cprintalliance.com/member/content/p/id/187/>

The story behind the reason for various paper weights and their basic sizes. PrintersPlaybook – International Paper. 6 minutes.

Curious Coatings

<http://cprintalliance.com/member/content/p/id/188/>

Varnish – gloss, dull, satin, textured – may be tinted; volatile organic compounds; UV coatings; score before coating; aqueous coating; can't print, glue or foil stamp over a coating; use gloss or satin paper for varnish; use cover stock for UV coating; full flood (coating entire sheet); and coating is for protection as well as highlights. Christian Knightly. 6 minutes.

Paper Making

<http://cprintalliance.com/member/content/p/id/224/>

This video is a great overview on how paper is made. The Paper Mill Store.com - 5 minutes

How Envelopes are Made

<http://cprintalliance.com/member/content/p/id/225/>

Take a quick trip to envelope converter to see how A7 envelopes are made. See die cutting blanks to folding and gluing. The Paper Mill Store.com - 2 minutes



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Paper Sheeting

<http://cprintalliance.com/member/content/p/id/226/>

Paper is made in large rolls. Rolls of paper must be "sheeted" to create the sheets of paper you run through your digital or offset press. Take a few minutes and see how sheets of paper are made in Wisconsin's Paper Region. The Paper Mill Store.com - 2.5 minutes

Study Guides

<http://cprintalliance.com/member/content/c/id/52>

All study guides may be downloaded from this URL

Which Prepress Software to Use?

<http://cprintalliance.com/member/content/c/id/52>

This study guide is for the Production Manager or anyone else wanting to become familiar with what prepress software to use for which functions.

Adobe Acrobat

<http://cprintalliance.com/member/content/c/id/52>

This study guide is for the Production Manager or anyone else who wants to become familiar with Adobe Acrobat.

Adobe Illustrator

<http://cprintalliance.com/member/content/c/id/52>

This study guide is for the Production Manager or anyone else who wants to become familiar with Adobe Illustrator.

Adobe InDesign

<http://cprintalliance.com/member/content/c/id/52>

This study guide is for the Production Manager or anyone else who wants to become familiar with Adobe InDesign.

Adobe Photoshop

<http://cprintalliance.com/member/content/c/id/52>

This study guide is for the Production Manager or anyone else who wants to become familiar with Adobe Photoshop.



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EFI Fiery

<http://cprintalliance.com/member/content/c/id/52>

This study guide includes list of training videos that will help you understand the Fiery Command Workstation and help an operator become more productive

Microsoft Excel Study Guide

<http://cprintalliance.com/member/content/c/id/52>

This study guide includes material from beginner to advanced user and is for anyone wishing to improve their skills in Microsoft Excel.

End of Catalog

Yes, I do onsite consulting

One may look at the results of any consultant's work and say, "Geez, I could have told you that." And that may be, but that's not the *reason* you hire a consultant. **The reason is to help define the problem.**

Ask, "How do I increase sales?" and I can give you a number of straight-forward answers. But they are seminar answers. In a seminar (*or other venues*), you ask and someone tells.

In consulting, you ask, then I analyze (your business, your market, your workers and more) and then we plan together to solve your issues.

Unless an analysis is done, there is the high risk of working on the wrong problem.

"How do I increase sales?" brings up other questions. Do you have capacity to increase sales (*perhaps estimating, people or equipment are bottlenecks*)? Do you have time to increase sales (*so busy doing other stuff which is an organization/time management issue*)? Would you actually make money on increased sales (*increasing unprofitable sales may put you out of business*)?

Without analyzing, no one can determine if that is really the issue.

How do you get an independent analysis? Involve someone with the background and capability of helping you analyze your specific challenges. Someone with a unique background like Tom Crouser. Experienced in family-business and printing and trained in accounting and business. **Message tom@cprint.com or call his cell at (304) 541-3714**

About Tom Crouser

Tom Crouser bought his first press in junior high, then later founded and operated a printing company for twenty years with his family before becoming the "quick printing" industry's first full time consultant. Tom holds an undergraduate degree in accounting and a Masters of Business Administration and is well known in the industry throughout North America as he has worked with hundreds of printing companies from coast to coast.



He has been one of *Quick Printing* magazine's most-read columnists for over 25 years now (www.quickprinting.com). Tom is author of "Prospering: Putting Your Business to Work for You and Your Family" and "Dead Printer Working: A Printer's Financial Survival Guide" as well as other industry publications, reports and articles.

Tom additionally has taught management to seniors in the printing management program at *West Virginia University Institute of Technology* as well as taught Operations Management on the graduate and undergraduate level at the *University of Charleston*.

He created and first published "The Crouser Guide to Estimating Small Press Printing" in 1989, which is a pricing guide that has been updated yearly since. Currently the guide is published in software form along with its companion, the "Crouser Guide to Pricing Digital Printing."

However, first and foremost Tom is a business owner who has worked with and lived family-based printing businesses. Tom also has made presentations before audiences throughout the United States, Canada, England and Australia. **For a no-cost or obligation initial consultation of your specific challenges, message Tom at tom@cprint.com or call (304) 541-3714.**