

# How to prepare your work

## Computer Disk

For simple text and line art work we prefer to have Hard Copy. However, if you do not have access to a good quality printer then we can produce the Hard Copy for you FREE OF CHARGE from your disk providing you follow a few simple requirements.

## Computer to Plate

Providing you prepare your work correctly and supply us with everything we need then jobs containing photos and tinted graphics can be processed in their entirety electronically to output high quality printing plates FREE OF CHARGE via our new "Computer To Plate" (CTP) processor. This CTP system operates via Adobe PDF so it is vital that you follow our requirements exactly as we have very little scope to correct any errors or omissions by you.

## Software Programmes

We can accept any Adobe software Illustrator, Photoshop, Acrobat, Quark as well as InDesign, Word, Power Point and Corel Draw. Other applications by arrangement.

## Requirements

Once you have printed out your FINAL Hard Copy we need you to send us the following WITHOUT EXCEPTION.

1. All fonts that were used in the job. If postscript fonts were used we need both the screen font and the printer font.
2. All graphics (eps, jpeg, tiff etc) should also be supplied - at 300dpi of course.
3. Final Hard Copy (no matter how bad).

## Possible Pitfalls

**Fonts** - Some fonts (mainly PC) do not allow for embedding in pdf's (the format we need to create so we can out put your job to our CTP system) and will default to the dreaded COURIER font. You may need to check the website of the company from whom you obtained the font to see if they have issued a new set of fonts which allow for embedding in PDF's.

**Menu Styling** - You will have noticed that some fonts have up to 4 different names (Plain, Bold, Italic and Bold Italic) whilst others have just plain names. If you want a font to appear bold or in italics and the bold or italics version is available you must use this one. If you use a plain version and apply 'Bold' or 'Italic' or 'Bold Italic' via a font styling menu it may default to PLAIN when output to the printing plates. Even if a bold & Italic version is unavailable you may find that the font does not allow to be stylised via the menu and although it will appear fine on the screen or on your Hard Copy, we may print it as either plain or as Courier as Menu Styling is designed for Desktop printers and not High End professional Plate Setters.

**Photos and Tinted Graphics** - These should be at least 300dpi. Line art should be scanned in at 1200dpi. If you do not follow these rules, the graphics will appear pixelated.

**Bleed** - If printed data is to go right up to the edge of a sheet then you will have to 'bleed' the image off the edge of the page by 3mm (This is not easy in Word). No important printed data (text etc.) should be closer than 5mm from the edge of the page. (We may charge extra for pages with bleed.) Please phone to discuss.

# Optional Extras

## Photograph Screening Hard Copy

Photos need to be screened correctly to break their images into a series of dots suitable for offset printing. If you are unable to do this yourself, we can do this for you. For black and white reproduction the cost is £4 each for the first 10, thereafter at £3 each. For colour reproduction the cost is £10 per photo.

## Coloured Ink

Our standard prices are for printing in black ink. To print in an alternative colour you can choose one of our standard colours for an extra £10. You could elect to have just the outer cover printed in a standard colour with the inner pages in black or perhaps the entire booklet in colour ink.

## Standard Colours

Throughout this brochure, where we refer to a standard colour these are (Pantone numbers in brackets): Red (185), Red (485), Blue (300), Green (354), Brown (464), Orange (021), Maroon (200), Violet, Process Blue, Reflex Blue, Warm Red or Purple.

## Non Standard Colour

If you have a specific Pantone number in mind we can mix this ink as closely as possible at a charge of £20. Do remember that inks reproduce different shades on glossy or coloured stock than on white bond paper.

## Two Colour Printing

The price supplement for two colour booklet covers and larger quantities of leaflets are shown in the relevant charts. For all other two colour printing please use the following chart.

### To print in black + one standard colour ink:

	100	200	300	400	500	600	700	800	900	1000	extra100s
Per A4 side	£25	£28	£30	£32	£34	£36	£37	£38	£39	£40	£2.10
Per A3 side	£30	£35	£39	£42	£45	£48	£51	£53	£55	£56	£3.10

(Add an Extra £10 for a special colour ink)

## Alternative Paper For The Inner Pages

Unless stated otherwise, our standard prices are for printing black ink onto 80gsm white bond paper. We can also offer coloured 80gsm bond, white 100gsm bond or 130gsm gloss art paper. These price supplements are shown in separate charts further on in this brochure.

**For enquiries or ordering please call:  
020 8698 3636/7019 or fax: 020 8461 2128**

# A5 BOOKLETS

**A4 folded to A5 on 160gsm coloured card cover, 80gsm white paper inserts, black printing throughout**

Pages	100	200	300	400	500	600	700	800	900	1000	Extra 100
8	41	54	67	80	91	102	111	118	125	130	9.60
12	60	78	96	114	129	144	156	165	174	180	12.90
16	79	102	125	148	167	186	201	212	223	230	16.20
20	98	126	154	182	205	228	246	259	272	280	19.50
24	117	150	183	216	243	270	291	306	321	330	22.80
28	136	174	212	250	281	312	336	353	370	380	26.10
32	155	198	241	284	319	354	381	400	419	430	29.40
36	174	222	270	318	357	396	426	447	468	480	32.70
40	193	246	299	352	395	438	471	494	517	530	36.00
44	212	270	328	386	433	480	516	541	566	580	39.30
48	231	294	357	420	471	522	561	588	615	630	42.60
52	250	318	386	454	509	564	606	635	664	680	45.90
56	269	342	415	488	547	606	651	682	713	730	49.20
60	288	366	444	522	585	648	696	729	762	780	52.50
64	307	390	473	556	623	690	741	776	811	830	55.80
68	326	414	502	590	661	732	786	823	860	880	59.10
72	345	438	531	624	699	774	831	870	909	930	62.40

Extra 4 Pages

19	24	29	34	38	42	45	47	49	50	3.30
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Single sided white 80gsm pull out order form

8	11	14	17	19	21	23	24	25	26	1.70
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Supplement for outer Cover Printed in Black and 1 standard colour

25	28	30	32	34	36	37	38	39	40	2.10
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Various binding options and folding available

**E-mail: [info@swiftprintbromley.com](mailto:info@swiftprintbromley.com)  
[www.swiftprintbromley.com](http://www.swiftprintbromley.com)**

# A4 BOOKLETS

**A3 folded to A4 on 160gsm coloured card cover, 80gsm white paper inserts, black printing throughout**

Pages	100	200	300	400	500	600	700	800	900	1000	Extra 100
8	75	100	121	140	159	178	195	210	223	236	16.40
12	110	145	174	200	226	252	275	295	312	329	22.60
16	145	190	227	260	293	326	355	380	401	422	28.80
20	180	235	280	320	360	400	435	465	490	515	35.00
24	215	280	333	380	427	474	515	550	579	608	41.20
28	250	325	386	440	494	548	595	635	668	701	47.40
32	285	370	439	500	561	622	675	720	757	794	53.60
36	320	415	492	560	628	696	755	805	846	887	59.80
40	355	460	545	620	695	770	835	890	935	980	66.00
44	390	505	598	680	762	844	915	975	1024	1073	72.20
48	425	550	651	740	829	918	995	1060	1113	1166	78.40
52	460	595	704	800	896	992	1075	1145	1202	1259	84.60
56	495	640	757	860	963	1066	1155	1230	1291	1352	90.80
60	530	685	810	920	1030	1140	1235	1315	1380	1445	97.00
64	565	730	863	980	1097	1214	1315	1400	1469	1538	103.20
68	600	775	916	1040	1164	1288	1395	1485	1558	1631	109.40
72	635	820	969	1100	1231	1362	1475	1570	1647	1724	115.60

Extra 4 Pages

35	45	53	60	67	74	80	85	89	93	6.20
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Single sided white 80gsm pull out order form

16	21	27	29	33	37	40	43	45	47	3.20
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Supplement for outer Cover Printed in Black and 1 standard colour

30	35	39	42	45	48	51	53	55	56	3.10
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Various binding options and folding available

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# A4 SINGLE SHEETS

## Single sheets larger quantities A4 single sided printed in one standard colour

Code	3000	4000	5000	10,000	20,000	30,000	40,000	50,000	Extra 1000
a	58	70	82	156	295	418	525	615	86
b	70	86	102	196	375	538	685	815	124
c	88	110	132	256	495	718	925	1115	181
d	82	102	122	236	455	658	845	1015	162
e	94	118	142	276	535	778	1005	1215	200

## Single sheets larger quantities A4 printed double sided in printed one standard colour

Code	3000	4000	5000	10,000	20,000	30,000	40,000	50,000	Extra 1000
a	96	110	124	236	446	632	794	930	130
b	108	126	144	276	526	752	954	1130	168
c	126	150	174	336	646	932	1194	1430	225
d	120	142	164	316	606	872	1114	1330	206
e	132	158	184	356	686	992	1274	1530	244

We quote separately for large areas of solid, tints or sheets with bleeds

Various binding options and folding available

## CODES

a	White 80gsm Bond paper
b	White 100gsm Bond paper
c	Coloured 80gsm paper wide selection of colours in stock
d	White 130gsm Gloss Art paper.
e	White 170gsm Gloss Art paper

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# A4 SINGLE SHEETS

## Single sheets larger quantities A4 single sided printed in two standard colours

Code	3,000	4,000	5,000	10,000	20,000	30,000	40,000	50,000	Extra 1000
a	128	140	162	236	385	508	615	705	86
b	140	156	182	276	465	628	775	905	124
c	158	180	212	336	585	808	1015	1205	181
d	152	172	202	316	545	748	935	1105	162
e	164	188	222	356	625	868	1095	1305	200

## Single sheets larger quantities A4 printed double sided in printed two standard colours

Code	3,000	4,000	5,000	10,000	20,000	30,000	40,000	50,000	Extra 1000
a	186	200	224	336	556	742	904	1040	130
b	198	216	244	376	636	862	1064	1240	168
c	216	240	274	436	756	1042	1304	1540	225
d	210	232	264	416	716	982	1224	1440	206
e	222	248	284	456	796	1102	1384	1640	244

We quote separately for large areas of solid, tints or sheets with bleeds

Various binding options and folding available

## CODES

a	White 80gsm Bond paper
b	White 100gsm Bond paper
c	Coloured 80gsm paper wide selection of colours in stock
d	White 130gsm Gloss Art paper.
e	White 170gsm Gloss Art paper

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# A3 SINGLE SHEETS

## Single sheets larger quantities A3 single sided printed in one standard colour

Code	3,000	4,000	5,000	10,000	20,000	30,000	40,000	50,000	Extra 1000
a	109	133	157	298	565	801	1005	1178	164
b	133	165	197	378	725	1041	1325	1578	240
c	169	213	257	498	965	1401	1805	2178	354
d	157	197	237	458	885	1281	1645	1978	316
e	181	229	277	538	1045	1521	1965	2378	392

## Single sheets larger quantities A3 printed double sided in printed one standard colour

Code	3,000	4,000	5,000	10,000	20,000	30,000	40,000	50,000	Extra 1000
a	178	206	234	445	842	1193	1498	1755	245
b	202	238	274	525	1002	1433	1818	2155	321
c	238	286	334	645	1242	1793	2298	2755	435
d	226	270	314	605	1162	1673	2138	2555	397
e	250	302	354	685	1322	1913	2458	2955	473

We quote separately for large areas of solid, tints or sheets with bleeds

Various binding options and folding available

## CODES

- a White 80gsm Bond paper
- b White 100gsm Bond paper
- c Coloured 80gsm paper wide selection of colours in stock
- d White 130gsm Art paper
- e White 170gsm Art paper

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# A3 SINGLE SHEETS

## Single sheets larger quantities A3 single sided printed in two standard colours

Code	3,000	4,000	5,000	10,000	20,000	30,000	40,000	50,000	Extra 1000
a	179	203	237	378	655	891	1095	1268	164
b	203	235	277	458	815	1131	1415	1668	240
c	239	283	337	578	1055	1491	1895	2268	354
d	227	267	317	538	975	1371	1735	2068	316
e	251	299	357	618	1135	1611	2055	2468	392

## Single sheets larger quantities A3 printed double sided in printed two standard colours

Code	3,000	4,000	5,000	10,000	20,000	30,000	40,000	50,000	Extra 1000
a	268	296	334	545	952	1303	1608	1865	245
b	292	328	374	625	1112	1543	1928	2265	321
c	328	376	434	745	1352	1903	2408	2865	435
d	316	360	414	705	1272	1783	2248	2665	397
e	340	392	454	785	1432	2023	2568	3065	473

We quote separately for large areas of solid, tints or sheets with bleeds

Various binding options and folding available

## CODES

- a White 80gsm Bond paper
- b White 100gsm Bond paper
- c Coloured 80gsm paper wide selection of colours in stock
- d White 130gsm Art paper
- e White 170gsm Art paper

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# A5 & A4 LEAFLETS

## A5 leaflets printed in full colour on 130gsm glossy art paper

	1,000	2,000	3,000	4,000	5,000	10,000	25,000	50,000	100,000
single sided	145	160	175	190	205	265	447	740	1190
black on reverse	187	209	230	251	272	377	581	920	1597
double sided	230	256	283	308	335	464	720	1148	2002

## A5 leaflets printed in full colour on 170gsm glossy art paper

	1,000	2,000	3,000	4,000	5,000	10,000	25,000	50,000	100,000
single sided	156	174	190	207	224	307	517	868	1428
black on reverse	199	221	244	266	288	400	636	1029	1815
double sided	241	272	301	330	360	507	795	1277	2240

## A4 leaflets printed in full colour on 130gsm glossy art paper

	1,000	2,000	3,000	4,000	5,000	10,000	25,000	50,000	100,000
single sided	166	185	210	235	260	375	798	1172	1885
black on reverse	195	223	246	266	310	478	880	1332	2289
double sided	265	297	336	368	398	561	960	1605	2845

## A4 leaflets printed in full colour on 170gsm glossy art paper

	1,000	2,000	3,000	4,000	5,000	10,000	25,000	50,000	100,000
single sided	172	199	240	272	292	449	899	1434	2507
black on reverse	209	244	287	322	346	515	975	1595	2832
double sided	278	318	365	404	443	640	1138	1932	3425

# A3 LEAFLETS

## A3 leaflets printed in full colour on 130gsm glossy art paper

	1,000	2,000	3,000	4,000	5,000	10,000	25,000	50,000	100,000
single sided	204	253	280	349	418	559	1026	1705	3292
black on reverse	224	375	417	461	505	700	1310	2276	4150
double sided	354	396	475	554	626	895	1649	2818	4764

## A3 leaflets printed in full colour on 170gsm glossy art paper

	1,000	2,000	3,000	4,000	5,000	10,000	25,000	50,000	100,000
single sided	219	279	300	385	449	620	1137	1916	3703
black on reverse	239	390	437	488	537	757	1442	2533	4567
double sided	369	422	498	582	660	1010	1826	3320	5700

	1,000	2,000	3,000	4,000	5,000	10,000	25,000	50,000
folding	25	35	50	65	80	95	180	205

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# STATIONERY

## A4 Letterheads

Printed in full colour on white 100gsm laser bond paper

	500	1,000	2,000	3,000	4,000	5,000	10,000
Full colour single sided	139	153	181	209	237	258	363
Full colour black on reverse	181	195	230	265	300	328	468
Full colour double sided	244	265	307	349	391	426	601

## A4 Compliment Slips

Printed in full colour on white 100gsm laser bond paper

	500	1,000	2,000	3,000	4,000	5,000	10,000
Full colour single sided	129	133	143	153	163	173	222
Full colour black on reverse	161	168	182	195	209	222	289
Full colour double sided	200	209	227	245	264	282	373

## Business Cards (size 90 x 55 maximum)

Printed in full colour on white 400gsm matt art board

	500	1,000	2,000	3,000	4,000	5,000	10,000
Full colour single sided	66	85	125	147	182	217	358
Full colour black on reverse	105	125	163	182	217	256	427
Full colour double sided	144	163	202	241	252	287	462

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# POSTERS

## Posters for indoor use printed in full colour on 160gsm gloss or semi gloss art paper

	1	2	3	4	5	6-9	10-24	25-49	50+
A2	24	21	19	17	15	12	11	10	9
A1	43	39	35	32	29	27	25	23	21
A0	67	61	56	51	46	43	40	37	32
Giant size	114	98	87	76	64	58	51	45	38

## Posters for outside use printed in full colour on 160gsm matt paper

	1	2	3	4	5	6-9	10-24	25-49	50+
A2	26	23	21	19	17	15	13	12	11
A1	48	43	38	34	30	28	26	24	22
A0	77	69	61	55	48	44	41	37	33
Giant size	134	121	108	97	85	78	72	65	58

## A2 Posters printed in full colour on 170gsm glossy art paper

	250	500	1000	2000	5000	10,000	25,000	50,000
Full colour single sided	474	502	556	665	993	1539	2976	5189
Full colour black on reverse	556	588	654	786	1181	1839	3410	5810
Full colour double sided	703	738	808	950	1374	2081	3827	6489

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# NCR SETS

## 2 Part A4 NCR Sets *(no carbon required)*

	100	200	300	400	500	1000
Un-numbered	34	44	53	62	72	120
Numbered	38	50	62	72	82	134

## 3 Part A4 NCR Sets *(no carbon required)*

	100	200	300	400	500	1000
Un-numbered	40	54	67	81	95	163
Numbered	46	62	75	90	105	180

## 4 Part A4 NCR Sets *(no carbon required)*

	100	200	300	400	500	1000
Un-numbered	45	64	82	100	119	210
Numbered	51	70	90	110	130	225

## 2 Part A5 NCR Sets *(no carbon required)*

	100	200	300	400	500	1000
Un-numbered	31	38	44	50	57	88
Numbered	37	48	58	60	67	108

## 3 Part A5 NCR Sets *(no carbon required)*

	100	200	300	400	500	1000
Un-numbered	35	43	51	60	68	109
Numbered	41	51	59	69	78	132

## 4 Part A5 NCR Sets *(no carbon required)*

	100	200	300	400	500	1000
Un-numbered	40	52	64	77	90	152
Numbered	46	62	76	89	104	172

2 part 100 set per pad - 3 part 50 set per pad - 4 part 50 sets per pad  
Plus plates

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# PHOTOCOPYING

## A4 Black and White

1 - 4	5 - 9	10 - 24	25 - 49	50 - 99	100 - 499	500 - 999	1000+
10	9	8	7	6	5	4	3

## A3 Black and White

1 - 4	5 - 9	10 - 24	25 - 49	50 - 99	100 - 499	500 - 999	1000+
18	18	16	14	12	10	8	6

## A4 Colour Laser

1 - 9	10 - 24	25 - 50	51 - 100	101 - 250	251 - 499	500+
95	80	60	50	35	30	27

## A3 Colour Laser

1 - 9	10 - 24	25 - 50	51 - 100	101 - 250	251 - 499	500+
1.70	1.30	1.00	75	50	45	40

### Extras for black and white copying

Coloured paper add an extra 2p per copy

Conqueror paper 100gsm add an extra 5p per copy

White/coloured Card 160gsm add an extra 7p per copy

White card 180gsm add an extra 7p per copy

### Extras for colour laser copying

Colour copy card 160gsm add an extra 15p per copy

Colour copy card 200gsm add an extra 20p per copy

Colour copy glossy 155gsm add an extra 20p per copy

**Laminating A4 £1.00 A3 £1.75**

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# **Business Starter Pack**

**This is a special offer starter pack for a new businesses starting up. All the plates and artwork set up are included.**

**It is printed one colour (any colour) and consists of:**

**200 2 Part Invoices**

**200 A4 Letterheads**

**100 Continuation Sheets**

**100 Compliment Slips**

**100 Business Cards**

**Printed on 80gsm white paper, coloured or heavier paper extra charge.**

**2 Part invoices on NCR paper extra charge for 3,4, 5 parts.**

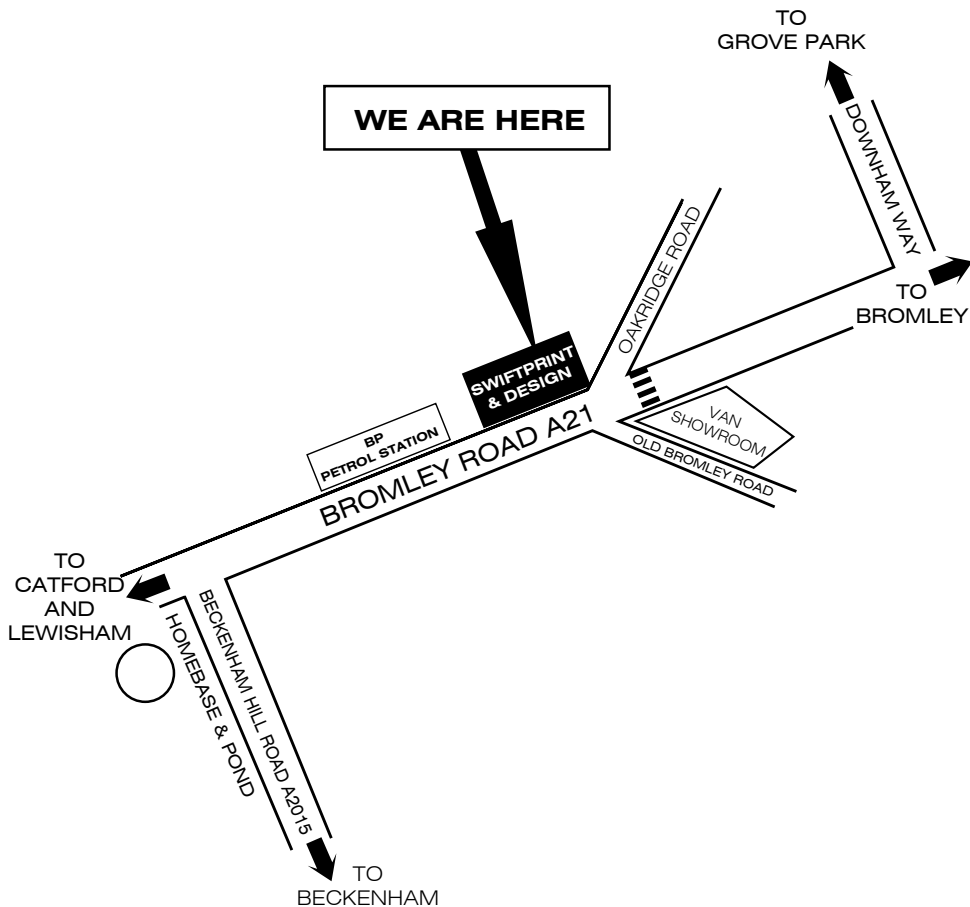
**For 2 colours or more add on an extra plate for each colour and printing run.**



**£145**  
**+VAT**

**E-mail: [info@swiftprintbromley.com](mailto:info@swiftprintbromley.com)  
[www.swiftprintbromley.com](http://www.swiftprintbromley.com)**

# Where to find us



**E-mail: [info@swiftprintbromley.com](mailto:info@swiftprintbromley.com)**  
**[www.swiftprintbromley.com](http://www.swiftprintbromley.com)**



# VAT RULES

**Unless specified otherwise, all of the prices in this brochure are subject to VAT where applicable. VAT rules are a mine field. If in doubt please ask.**

## **Booklets**

As a general rule, BOOKS & BOOKLETS will not be subject to VAT. The general exception to this is where the booklet is intended to be written in. For example, question and answer books, record keeping books, work books and log books. In addition where we supply to you with only part of a book such as the cover or just the inner pages then this will also attract VAT as will booklets supplied uncollated.

## **Leaflets**

A printed single sheet of paper is not necessarily a leaflet for VAT purposes. For a single sheet to be classified as a zero rated leaflet then it has to fulfil certain criteria, some of which are; no larger than A4, no heavier than 170gsm, to be read in the hand (ie. not hung up as a poster) and then discarded. Larger sheets can be zero rated provided they are folded down to A4 or less. If the sheet includes an area for completion then the 25% rule applies.

## **25% Rule**

If a leaflet includes an area for the reader to complete and/or return (such as a cut out coupon, application form etc.) then it will be subject to VAT unless the area of the part to be returned is less than 25% of the printed area of the sheet. The cut out portion must be clearly defined by a dotted line or similar. Sheets which the reader returns in their entirety will always be subject to VAT.

## **Groups of Leaflets**

If you are having a group of leaflets printed which should be read in conjunction with each other they will definitely be subject to VAT unless collated and fastened together by us. For example if we print 3 double sided leaflets which are number 1-6 this will definitely make them subject to VAT.

## **Ancillary Charges**

These are delivery charges, artwork, folding, metal plates, screening etc. Where the finished product is subject to VAT then so will these charges.

**For enquiries or ordering please call:  
020 8698 3636/7019 or fax: 020 8461 2128**