

# 21st Century Printing Quality Control Procedures

**21st Century Printing is committed to quality and customer satisfaction.** We won't leave either of those up to luck or to chance. On every order, we will follow a set of procedures which have been designed to insure that every project we print for you will look every bit as good as the hand-picked samples we've shown you as part of the selling process.

Our quality control process stands on four legs:

1. It all starts with training. Every employee is trained in every process or on every piece of equipment that he or she might be expected to perform or operate, and we conduct regular recurrency training. Training and performance is monitored by our Production Manager and certified by our General Manager.
2. The second leg of our quality control process is the quote/order/acknowledgement cycle. We will provide you with a quote which reflects our understanding of the specifications of the project, and a price quote based on those specifications. We will ask you to return a signed quote form — or your own purchase order — to signify your agreement with the specifications and your acceptance of our price. After making any changes or corrections to the specifications that are necessary, we will provide you with either another quote (if the changes or corrections are significant) or with an order acknowledgement reflecting the specifications which we will produce.
3. The third leg of our quality control process is the proofing cycle. On receipt of your order, we will "preflight" any digital files you provide us with to ensure that they are accurate and usable. We will inform you immediately if we detect problems with your files. We will then schedule your project into our workflow, and provide you with an appropriate proof of what we expect to print once all of the "pre-press" stages have been completed. If we are producing the design of your project, you will also see proofs during the creative development stage. We will not proceed to the next step until you have signed off on a proof, signifying your acceptance of the design and/or your agreement that we are about to print exactly what you want. (NOTE: an "appropriate" proof refers to the variety of proofing tools and processes we have available. This may range from a simple laser print to confirm the accuracy of text and the position of text and graphic elements to a high-fidelity color proof which will accurately represent the finished product.)

4. The fourth leg of our quality control process is hands-on project/production management. Our Project Managers (some companies call them Customer Service Representatives) are responsible for order entry and for all project-related communication with you. Your Account Representative may also be involved in this communication, at the direction of the Project Manager. It is the Project Manager's responsibility to insure that Production has all the information that is needed to get your work done right and on time. The Project Manager is also responsible for monitoring your order's progress through our production system, and alerting the Production Manager if any component of the project falls behind schedule.

5. At each "hand-off" stage of a project — when it moves from one department to another, or from one employee to another within a department — the receiver must certify that all elements of the project are complete and correct before proceeding with the next stage of production. Prior to the hand-off, the employee who completed the last stage must inspect his/her own work, and certify that it is complete and correct. This is done by initialing the "job ticket" that travels with each order through the production process.

6. Throughout the day, the Production Manager will routinely check on both individual projects and production stations, to insure that both quality and workflow are being maintained. In addition, the status of all projects is briefed twice every day at our morning and afternoon Production Meetings, with special attention to orders which have been "red-flagged" for critical deadlines.

7. The Production Manager makes a final quality inspection of every order as it clears its final production stage, and at that point (he/she) conducts an audit of all associated paperwork to make sure that all specifications and charges are correct, and that the order is correctly prepared for packing and shipping. At the end of each day, the Production Manager reviews our shipping logs,

8. The paperwork audit is confirmed by our Administrative Manager prior to billing.

9. On most projects, we will call you or e-mail you to confirm your satisfaction. If we do not — or if you notice a problem before our call — please don't hesitate to call us immediately! (First Name) (Last Name) is your direct point of contact in the event of any problem. (His/Her) phone number is XXX-XXX-XXXX (xXX).