WWW.PRESTOPRINT.COM
801.355.6131
PRESTO PRINT!
PREMIUM QUALITY
SINCE 1976
PRESTO PRINT
AIRPORT CONTROL
MXP
MATERIALS
MLN
17 AUG 2019
IN
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ABOUT
PRESTO PRINT
A,B,C
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R.Officer
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WELCOME TO
GRAPHIC
DESIGN
IMMIGRATION CONTROL
15 SEPTEMBER 2019
PERMITTED TO ENTER AND STAY FOR 30 DAYS
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ARRVL
IATA: OTP
ARRIVAL
ICAO: LR
OFFSET PRINTING
18 OCT 2019
ARRIVÉ

# ADVENTURES AT
# PRESTO PRINT

Presto Print is a family-owned business founded in 1976 by Joe Varanakis, who has recently turned over the day-to-day business to his son Matt. Joe's passion for printing, quick project turn-around, and customer service with a personal touch is still felt through our print shop each day.

Presto Print quickly became one of Utah's first print shops with same-day turnaround. While we have expanded our capabilities beyond copies and now offer limitless printing and marketing options, we still stand with our original motto: *to fulfill each and every order as fast as we can, without compromising any quality.*

While keeping our founder's original values, we have also kept up with the modern digital age. We have pioneered a new brand of printing and design that works with social media and SEO companies to ensure your marketing needs are met as the industry evolves.

At Presto Print, we're proud of our superior print projects, incredibly fast turn-around times, and exceptional customer experience. In this booklet, you will find the numerous marketing and printing needs we fulfill for our clients. Feel free to contact us with any questions that you might have. We look forward to serving the Salt Lake community and beyond, for another 41 years! Thank you for your continued support!

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|---|---|---|---|
| PRESTO | UTAH | (801) 355-6131 | JOE VARANAKIS<br>FOUNDER OF PRESTO |


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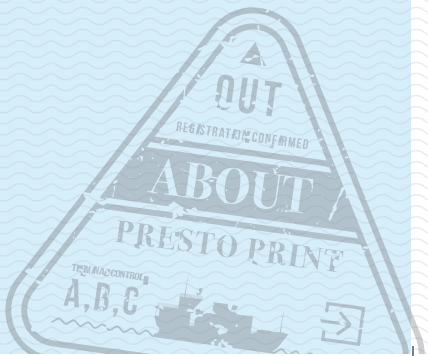


# HOW TO PREPARE PRINT READY FILES

## PrePress Checklist:

- ✔ All photos and images are saved in at least 300 dpi.
- ✔ File should be one of the required types with conditions met.
- ✔ The colorspace of files and images are CMYK or Pantone (for two or one color jobs) not RGB.
- ✔ Documents should contain 0.125 inch bleed on all sides and crop marks.
- ✔ Booklets are saved as single pages in the correct order with bleeds and crops (not in spreads).
- ✔ Artwork is one-up, not placed in a template.
- ✔ Please note, there is limited edibility with JPEG, PNG, and tiff files. If available please send high resolution PDFS or the original art files.

**What Is Bleed?**
Bleed is the portion of the product that will be trimmed off when it is cut to the final size.

**Why Bleed?**
Bleed ensures continuation of colors, images, and designs past the final trim size to prevent imperfections from possible cutting shift. We require all artwork be built with at least 0.125 inch bleed to all sides. We automatically trim the bleed off each edge, which will result in the desired trim size.

**Avoid Borders:**
Please allow the accurate cutting tolerance around your design. We do not recommend borders due to possible shift in the cutting process, which may cause borders to appear uneven.

**Bleed line (black)**
0.125 inches from edge of page.

**Edge of Page/Crop (magenta)**
Everything outside this line will be trimmed off.

**Margin (cyan)**
All critical elements (text, images, logos, etc.) should be kept inside this line.

Ensure all elements are straight and square for a straight cut.

Make sure to extend the background images or colors to the bleed, or you may see a white border once trimmed.

**Resolution:**
All file formats must have a *minimum* of 300 dpi (dots per inch) resolution. Pictures created and printed high resolution will print clear. Images designed for the web have a low resolution of 72 dpi, which will cause the image to be jagged and blurred.

**Color Mode:**
All color artwork and/or images must be provided in CMYK color mode, unless otherwise stated. This excludes one and two color press jobs, which must be one or two pantone colors only.

**Black & White**
All black and white artwork and/or images must be provided in grayscale color mode. Heavy black ink might cause smearing.

## File Formats:

We accept the following file formats *(though high resolution PDFs are preferred)*:

.pdf
*(with embedded fonts)*

.ai
*(images embedded and fonts outlined)*

.eps

.jpg

.psd
*(with all layers flattened)*

Packaged InDesign .idml/.indd Files
*(with fonts and links included)*

# MATERIALS

*INCLUDE, BUT NOT LIMITED TO:*

**Paper Stocks**
28# Color Copy Digital
32# Color Copy Digital
50# Uncoated
60# Uncoated
70# Uncoated
80# Velvet Text
80# Gloss Text
100# Velvet Text
80# Uncoated Digital Cover
80# Dull Digital Cover
14 *mil* Synthetic Paper
12 *Pt* High Gloss Coated One Sided
100# Gloss Cover
100# Dull Digital Cover
100# Linen Cover
120# Uncoated Digital Cover
120# Sterling Digital Dull Cover
130# Dull Digital Cover

**Home Décor**
Metal Wall Prints
Mounted Wall Prints

**Retractable Banner Stands**
14 *oz.* Super Smooth GrayBack

**Foam Boards**
White or Black
3/16 in. Coated Paper
1/2 in. Coated Paper

**PVC/ Polystyrene Boards**
Celtec Premium Substrate 3 *mm* & 6 *mm*
Flexible Substrates 1.5 *mm (colors available)*

**Yard Signs & Corrugated Boards**
White Coreplast Plastic Substrate 4 *mm* and 10 *mm*.
Corrugated Boards also available in 10 *mm*.

**Aluminum Boards**
Epanel & Dibond Skin Face with Black Core 3 *mm*.

**Acrylic Boards**
Transparent Lightweight Acrylic

**Vinyl Banners**
13*oz*. Premium Scrim Glossy Vinyl
13*oz*. Premium Scrim Matte Vinyl
10*oz.* Premium Mesh Vinyl

**Window Perfs, Decals & Clings**
9*mil* 60/40 Perforated Window Film
4*mil* White Calendared Vinyl
8*mil* White Static Cling Vinyl

**Floor Graphics**
Drytec Spot On Floor Vinyl

# PRINTING

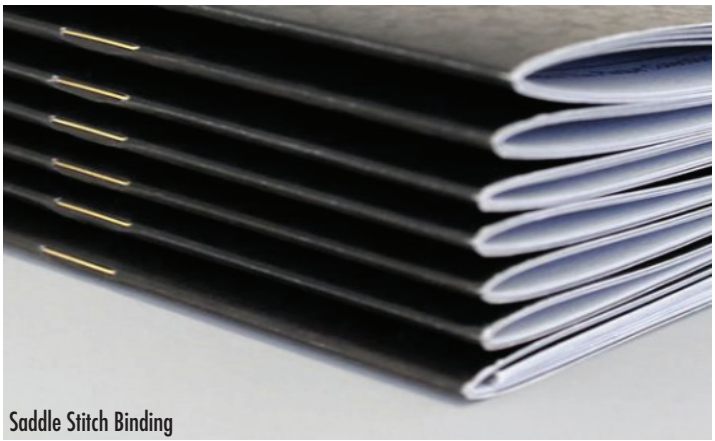
High-quality printing is always guaranteed thanks to our state-of-the-art digital and offset presses. These methods are the fastest and most cost-effective choices for printing high-quality orders; meaning the cost goes down as the quantity goes up. Digital printing is the perfect choice for shorter runs and quick turn-around times. Same-day and next-day production is available. We also have Utah's only digital high speed  ink-jet machine. This way when you print on uncoated paper, you get an uncoated look. No shine at all, like traditional digital copiers. Allow digital and offset printing to market your brand quickly and with the highest quality.

# BOOKLETS

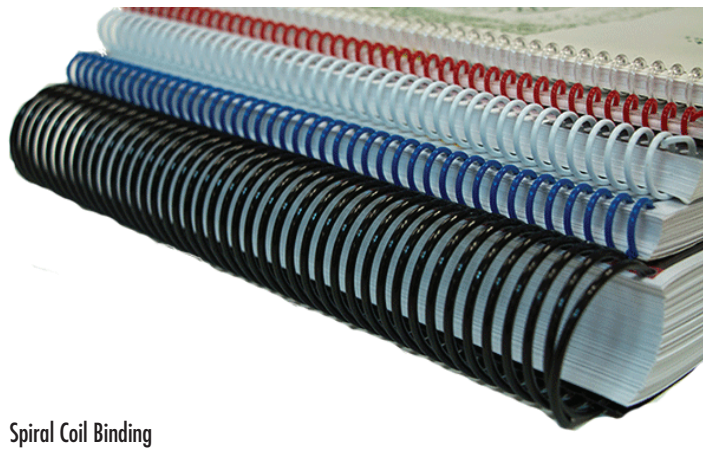
Booklets are the ideal way to showcase the products and materials your company has to offer. Whether they are informative or fun, you have the freedom to choose from a variety of paper stocks, sizes, stitches, and bindings for your custom booklets.

Square Back Saddle Stitch Binding

Perfect Binding



Saddle Stitch Binding



Spiral Coil Binding

Wire-O Binding

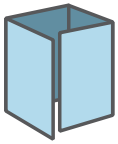
## BOOKMARKS

Custom bookmarks make ideal promotional items or gifts for any occasion. Personalize your bookmark size and ensure your business stays front of mind.

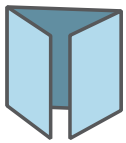
## BROCHURES

Each brochure we print will impress your customers and showcase your company in a positive light. They can be printed on your choice of premium paper stocks, in various sizes, with numerous folding options.

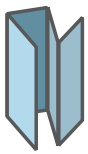
Accordion Fold



Closed Gate Fold

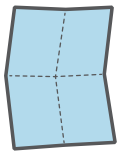


Open Gate Fold

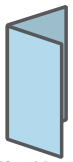


Double Parallel Reverse Fold

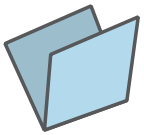
Double Parallel Fold



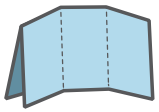
Half Fold Then Half Fold



Half Fold Vertical



Half Fold Horizontal



Half Fold Then Trifold

Roll Fold (4 Panel)

Trifold

Z Fold

# BUSINESS CARDS

Business cards are the best way to make a lasting impression. Our premium paper stocks, shapes, and sizes ensures that you find the right card for your promotional needs. Choose folded cards to add more content, or create your own special shape for exciting, unique looks.

Rectangle
2"x3.5" (US Standard)

Round Rectange
55 mm x 85 mm (European Standard)

Special Shape: Half Circle

Special Shape: Wink

Special Shape: Leaf

Special Shape: Oval

Pre-Scored Folded Business Cards

Special Shape: Circle

Special Shape: Square

Special Shape: Rectangular

## CATALOGS

Catalogs are the ideal way to showcase what your company has to offer and are professionally created to reflect the excellence of your business. Choose from a variety of paper stocks, sizes, stitches, and bindings for your catalog.

## DOOR HANGERS

With door hangers, you will have an effective marketing tool as well as an efficient way to relay information.

ARRIVAL
OFFSET PRINTING

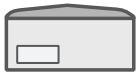
A2 - 4.375″x5.75″
Announcement

A6 - 4.75″x6.5″
Announcement

A7 - 5.25″x7.25″
Announcement

A9 - 5.833″x8.708″
Announcement

#9 - 3.875″x8.875″
Commercial



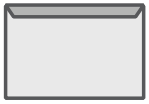
#9 - 3.875″x8.875″
Commercial With Window

3.625″x6.5″
Remittance Short or Long Flap

#10 - 4.125″x9.5″
Standard With Window

#9 4.125″x9.5″
Standard

#10 4.125″x9.5″
Universal

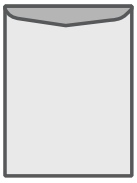


6.5″x9.5″
Booklet

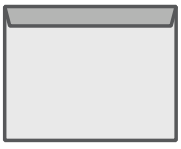
6″x9″
Booklet

6.5″x9.5″
Catalog

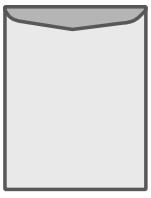
6″x9″
Catalog



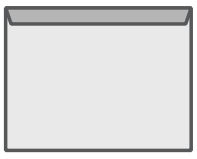
9″x12″
Catalog



9″x12″
Booklet



10″x13″
Catalog



10″x13″
Booklet

## ENVELOPES

Envelopes provide a medium to showcase your company's commitment to quality and establish credibility. Whether you need basic #10 envelopes or a custom size, we offer a variety of envelope sizes, options and orientations to meet your needs. Our envelopes also work for variable data printing and mailing.

## FLYERS

Flyers are an indispensable tool to promote your business services and events across a wide audience. In addition to multiple premium paper stocks and sizes, rounded corners and several coating and folding options are available for finishing touches.

## FOLDERS

Create professional folders with personalized pockets. We use high-quality, full-color printing to create folders that grab the viewer's attention in a positive way. We have various size and pocket options.

## EVENT TICKETS

Many people enjoy keeping tickets to remember the great time they had at your event. Custom tickets become keepsakes that continually remind patrons of your business. Options for perforating and numbering tickets are available.

## GREETING CARDS

Personalize your own greeting cards for special occasions and send them out to your customers to show them that you care. We use high-quality inks, durable paper stocks, and appealing designs in various sizes to create cards that are sure to impress recipients.

## HANG TAGS

Hang tags attract instant attention and recognition of your products. We offer a variety of sizes and shapes, as well as options for a folded hang tag.

## LETTERHEADS

Your corporate letterhead is the imprint of your brand identity. These can be used every day or for direct-mailing advertising. Letterhead can be printed on a variety of stock.

## POSTCARDS

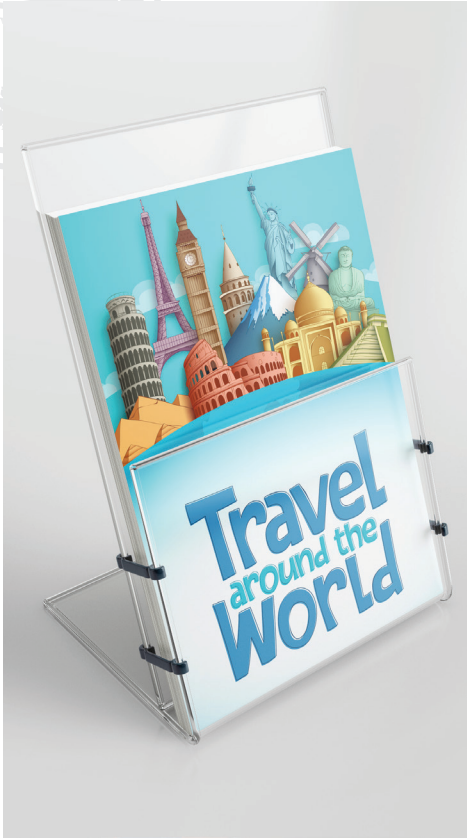
Postcards are one of the most cost-effective marketing tools and can be used as direct-mail advertising. Some of our most popular postcard sizes are 4”x6”, 5”x7”, 6”x9”, and 8.5”x5.5”, and they come in various stocks and several coating options.

## NOTEPADS

Notepads are an essential tool in the office for memos and notes. They are an effective promotional item to market your business with a personal touch.

## MENUS

We offer printing for menus in a variety of paper stocks with multiple fold and cutting options, including a 14 *mil* synthetic paper. Menus are a subtle way to ensure that customers think of you every time they’re hungry.



## RACK CARDS

Rack cards are always a crucial marketing tool for just about any business and will help you get noticed and increase your return on investments. We offer custom rack cards in numerous impressive paper options to meet your needs and your budget.

## RIP CARDS

Rip cards can make it easy for potential clients to keep your coupon or contact information handy. They are a great option for hanging on doors as you travel the neighborhood, place in information racks, and pass out to clients at trade shows. They are available in various sizes, paper stocks, and finishes.

## MINI POSTERS

Mini posters are always great when you want to call attention to an upcoming performance, grand opening, or other event. Personalized posters help you spread the word to attendees. You can choose between various sizes and coating options. Available up to 19” x 13”.

## TABLE TENTS

Table tents are an excellent way to get the word out about specials, deals, or exciting upcoming events. Table tents are durable, full-color, and sure to attract attention with a variety of sizes, stocks, and customization options available.

## STICKERS & LABELS

Your message will stick with custom stickers and labels, a great vehicle to spread brand recognition and display your message. We can do mailing labels, wine labels and much more. Our stickers and labels can be printed on stock for indoor and outdoor use and are available in custom shapes and sizes.

# SPECIAL SHAPES

Choose from our wide selection of versatile special shapes or create your own to design unique ***business cards, postcards and much more*** for a lasting impression.

## CIRCLE

Round artwork is a way to think outside the box. Whether you want personalized coasters or a unique business card, round jobs are sure to catch your client's eye.

## HALF CIRCLE

A half circle piece adds an undeniable wow factor to your everyday art. Art with a half circle is professional and understated.

## WINK

Standard art will have a special touch with a wink-shape, where only one corner is rounded. You get all the benefits of a regular print, except with a touch of fun.

## ROUNDED RECTANGLE

Your standard art will have an edge by taking away the edge. Rounded corners give your art a look that is sleek while remaining its true size.

## LEAF

With round corners on one side and straight edges on the other, this art is modern and fun.

## OVAL

Oval-shaped art is great for catching attention and making your brand impressive and unique.

## ROUNDED & REGULAR SQUARE

Square art is an ideal choice for standing out and being unique. Show off vibrant images on a shape that is symmetrical, different, and versatile. Plus, it offers endless possibilities to get creative.

# RAISED
## PRINT

### RAISED INK
Raised ink, better known as thermography, is perfect for business cards and invitations with simple images and text. Raised ink is created using a powder that is added to the ink, then heated and cooked. The raised ink dries and is left with a slight orange peel texture.

### RAISED UV
With Raised UV, you have the option to create a smooth raised ink look that's attractive to sight and touch. Spot UV offers more than just looks, it locks in an exquisite gloss coating that gives protection and clarity.

### RAISED FOIL
Bring life to your artwork with raised foil in multiple color options. Add this application to any part of your art and turn it into a decorative piece that's subtle yet irreplaceable.

# PREMIUM
## OPTIONS

### EMBOSSING & DEBOSSING

Embossing is the technique that produces raised designs on paper, making the embossed elements appear 3-dimensional. Debossing is the opposite wherein the design is imprinted, creating a depressed effect. There are different methods of each: via matched male or female roller dies, or by passing a sheet of metal between rolls of the desired pattern.

### DIE CUTTING

Die cutting is a process that allows you to create a die in order to make a beautiful and personal cut shape for a variety of paper products.

### SPOT HIGH GLOSS UV

Spot High Gloss UV creates a striking contrast between the elements that have it and the rest of the design. As a result, the elements treated with Spot UV will pop off the page, creating a dramatic effect.

### SOFT TOUCH LAMINATION

1.7 mil Soft Touch Lamination adds a velvety soft touch to any project. Unlike most design elements that appeal to the sense of sight, a soft-touch finish allows a printed piece to gain distinction by stimulating the sense of touch.

# VARIABLE DATA PRINTING

Variable Data Printing (VDP) is a type of digital printing in which elements such as text, graphics, and images may be changed from one printed piece to the next using information from a database. Also known as one-to-one marketing, VDP is a form of direct mail that can deliver highly targeted and personalized messages. For example, you can have a postcard with a general layout but customize each postcard with a different message that is personalized for a specific recipient.

PRESTO
PRINT

**SUSAN**
123 ELM ST.
SLC, UT 84123

PRESTO
PRINT

**SAMMY**
456 OAK DR.
SLC, UT 84456

PRESTO
PRINT

**KEVIN**
789 RYE AVE.
SLC, UT 84789

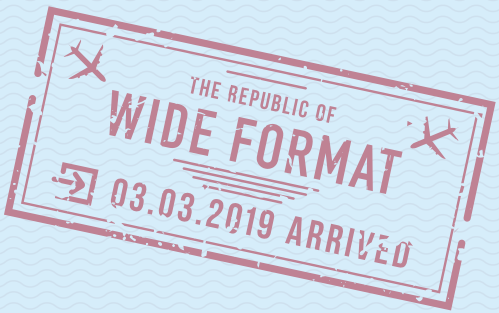
BRAND NEW!

# YOUR PHOTOS.
# EASY LAYOUTS.
# ***NEXT DAY.***

# photowall

# WIDE FORMAT
## PRINTING

Our digital wide-format printers use UV based inks for ultimate coverage, quality, and durability. Our machine is capable of printing on a roll, for all of your vinyl or paper needs, as well as on solid substrates like aluminum and other material boards. We can also cut your print into any shape you desire, and have the latest in cut vinyl options for stickers and window vinyl projects. Make a large statement with our large prints.



# SIGNAGE & BANNERS

## A-FRAME SIGN

A-Frame signs will convert passersby into customers, and they're great for the storefront and other business' use. These are printed with UV ink for longer durability and are scratch, abrasion, and weather-resistant.

## CAR MAGNETS

Car magnets are a great way to use your vehicle as a marketing opportunity. Car magnets are fade-resistant, wind-tested, and durable, with an easy-to-apply and remove function. They're available in custom sizes.

## FLOOR DECALS

Floor decals amplify any business and create an appealing aesthetic. These easy-to-apply/remove decals are heavy-duty for both indoor and outdoor use and hold your design on a slip-resistant fabric.

## BANNERS

Banners are one of the best ways to make a statement or call attention to your business. All vinyl banners are printed on one side with multiple stock options.

**Vinyl Grommet Banners**

**Retractable Banner Stands**

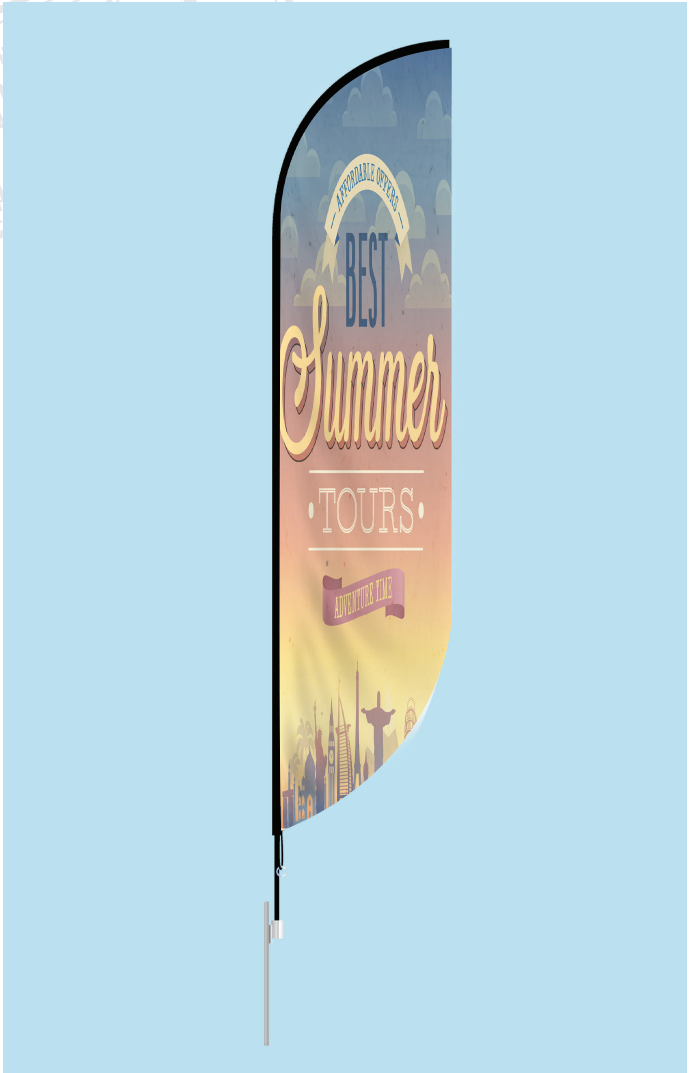
**Economy 1 Sided**
33”x81”

**Premium 1 Sided**
33”x81” *and* 48”x92”

**Table Top (Premium) 1 Sided**
Table top banners are high-impact displays that fit on a table or other surface. These are easy to install, so you can set up or replace your full-color banners in just minutes.

*Available in:*

| | |
|---|---|
| 11” x 17” | 15.75” x 32” |
| 8.25” x 12” | 11.5” x 17.5” |




## FLAGS

Flags are an excellent way to advertise on a large scale and catch a client's attention. They are frequently used in conjunction with events, parades, and markets and are simple, yet aesthetically pleasing. Flags are available in multiple shapes and various base options.

## YARD SIGNS

Your message will come across clearly and easily with custom yard signs. Vibrant colors are printed on corrugated plastic with step stakes available.

## POSTERS

Our posters are printed on photo-quality paper and will make your message the center of attention. They're ideal for displaying vibrant and colorful images to market events or information about your company.

## WINDOW CLINGS

Window clings make eye-catching window displays for both business and personal use and are an effective way to market your business.

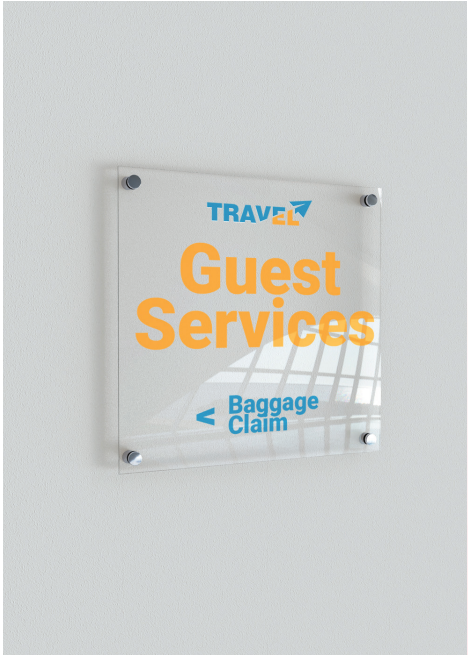
## WINDOW DECALS

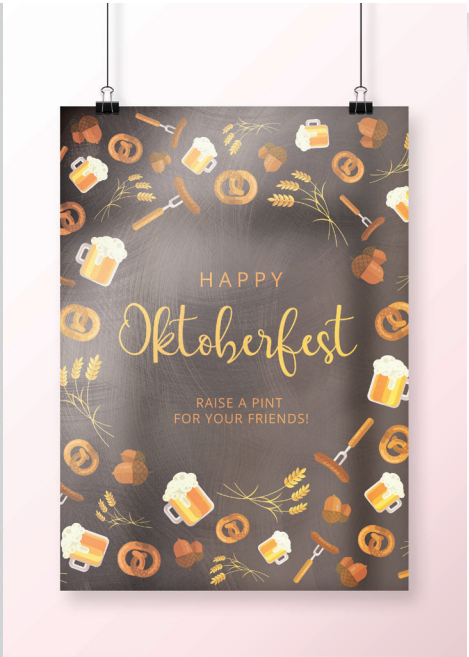
Window decals can instantly transform unused space on vehicles and walls into effective advertisements. These are easy to apply and easy to remove with a low-tack removable adhesive.

## WINDOW PERFS

Window perfs (made of perforated vinyl) are the best tool for window advertising as they allow for two-way or one-way visibility. Window perfs allows you to cover your entire window with art and still see through it.

# RIGID PRINTS



## ACRYLIC BOARDS

Acrylic boards highlight your design with reliable strength and high-tech beauty. Art is printed on clear cast acrylic with a gloss finish. These are also an excellent choice if you want lighting around or behind your art.

## ALUMINUM BOARDS

Aluminum boards are perfect for outdoor and indoor use. They have a beautiful gloss surface and are sure to bring out the contrast in your images.

## CORRUGATED BOARDS

Corrugated plastic boards have longevity and durability without compromising on the quality. Plastic substrates come in a variety of thicknesses and can be used outdoors, because they are waterproof, weather-resistant, and stain-resistant.

## FOAM BOARDS

Foam boards are durable, long-lasting, and lightweight. They are ideal for all of your interior decorating or advertising needs.

## PVC/POLYSTYRENE BOARDS

PVC/polystyrene boards are valuable for a number of industries, made from sturdy plastic, and topped with a semi-gloss surface for max durability.

## METAL WALL PRINTS

Metal wall prints are printed on aluminum panels with gloss white coating that is scratch and fade-resistant. These are available in all shapes and sizes and come with either mounting tape or standoffs for an off-the-wall modern look.

## MOUNTED WALL PRINTS

Mounted wall prints will liven up any room. They are printed on high quality archival materials and mounted with standoff hardware.

## CANVAS PRINTS

Canvas prints are great for displaying photos for personal or business use. They are an eye-catching way to show off your favorite photos. Not only do they liven up any space, they're an artistic way to update a room.

## TABLECLOTHS

Tablecloths are a great way to step up your trade show, exhibit, or presentation tables. The polyester dye sublimated fabric is washable and available in an open or closed back. The 6-ft tablecloths are designed to drape over a 72” x 30” x 30” display table.

## TABLE RUNNERS

Table runners are a simpler, yet effective way to market your display table at an afffordable price. The dye sublimated polyester fabric is washable and designed to drape across the front, top, and back of your trade show or exhibit table.

## BACKDROPS

Customized backdrops are ideal as a portable option for any indoor display or photoshoot. The curl-free edges include pole pockets, where 1.625” telescoping poles are inserted and adjusted to the desired size. Our step-and-repeat backdrops are available in a 9 oz. wrinkle-free fabric or a 8.8 oz. tension fabric.

**Closed Back Tablecloth**
*Available in* 6 ft or 8 ft lengths

**Table Runner**
*Available in* 24” x 72”

**Backdrop**
*Available in* 8’ x 8’ or 8’ x 10’

**Open Back Tablecloth**
*Available in* 6 ft or 8 ft lengths