Printing Buyer Resource Pack

Templates and guides for sourcing print: an RFQ template, a file preflight checklist, a guide to paper and finishes, a proofing workflow and quality acceptance criteria.

Part 1. RFQ template for print

Fill in one template per print job. Suppliers can then quote the same scope.

Job title For example: product brochure, spring campaign	
Product type Brochure, flyer, folding box, banner, label, roll-up	
Finished size Width × height (× depth) in mm	
Number of pages or panels Including cover	
Paper or material Type and weight, for example 170 g silk, 350 g FSC board	
Printing Colours front/back, for example 4/4 CMYK, Pantone references	
Finishing Varnish, lamination, foil, embossing, die-cut, folding, binding	
Quantity Main quantity and price breaks	
Files Format, who supplies them, date they are ready	
Proof PDF proof, hard proof or press check	
Delivery Address, delivery terms, date, packing	
Certificates For example FSC or PEFC chain of custody	
Deadline for quotes Date	

Part 2. File preflight checklist

- [ ] Document size equals the finished size, with 3 mm bleed on every edge (or what the printer asks for).
- [ ] Important text and logos are at least 3 to 5 mm inside the trim line.
- [ ] Images are at least 300 ppi at the printed size.
- [ ] Colour mode is CMYK, or spot colours are named as agreed.
- [ ] Fonts are embedded or outlined.
- [ ] Black text is 100 % K, not a mix of four colours.
- [ ] Cut lines, folds and die lines are on a separate layer and named.
- [ ] The file is a print-ready PDF in the format the printer requests.

Part 3. Paper and finishes

Choice	Typical use	Consider
Uncoated paper	Letterheads, books, forms	Natural feel, colours look softer, easy to write on.
Coated silk or matt	Brochures, catalogues	Sharp images, calm surface, little glare.
Coated gloss	Flyers, image-heavy print	Strong colours, more glare, fingerprints show.
Board	Folding boxes, covers	Weight and stiffness decide how the box holds its shape.
Lamination	Covers, menus, boxes	Protects against wear; matt, gloss or soft touch.
Spot varnish or foil	Highlights, logos	Adds cost and a separate file layer.
Recycled or certified stock	Most uses	Ask for FSC or PEFC certificates if you need proof.

Part 4. Proofing workflow

1. **Send files** The buyer sends print-ready files with the job details.
2. **Preflight** The printer checks the files and reports problems before proofing.
3. **Digital proof** A PDF proof for content, layout, cut and fold.
4. **Hard proof or sample** When colour or material is critical, a printed proof or sample.
5. **Sign-off** The buyer approves in writing. Changes after sign-off may cost extra.
6. **Production and delivery** The order is produced as approved and delivered as agreed.

Part 5. Quality acceptance criteria

Agree on these points before production, and check them on delivery.

- [ ] Colour matches the approved proof within the agreed tolerance.
- [ ] Trim, folds and die-cuts are within the agreed tolerance.
- [ ] No marks, scratches, set-off or smudges on visible surfaces.
- [ ] Binding and glueing hold under normal use.
- [ ] Quantity delivered is within the agreed over- and under-delivery range.
- [ ] Packing protects the goods and is labelled as agreed.
- [ ] Certificates and delivery documents are included.

> On Flobid you can send this as one request to printers in the right category, and compare their quotes side by side.

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