



Print Process from October 2023

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Introduction

From September 2023, all print will be procured through a dedicated print broker, Tracy Irwin. Tracy has over 30 years of print experience and will be offering a personal, bespoke service to Puddle Ducks and their Franchise Offices. Tracy mainly works with a printer called [Paragon Print](#) – Paragon is an established and high-quality print company who have been operating for over 40 years.

All print must be procured through this service. As with everything we do at Puddle Ducks, high standards are at the forefront to maintain the quality and premium nature of our brand. We have chosen a print partner that represents these standards and provides great value and service.

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The Process

1. Brief your design requirements to the HQ Marketing Team via the online briefing form: www.puddleducks.com/hq-design-service
 - a. When referring to previous jobs, you can either refer to one that we have done as a bespoke piece for your franchise or you can use one of the pieces of artwork that we have catalogued in a Canva folder called '30 Print Collateral References'. Please always use the exact file name of the piece you are using as reference to make it as efficient as possible.
 - b. When we receive briefs for standard pieces, we expect to be asked to add contact details, or an offer etc. but the brand and programme copy as well as the overall designs are not for tweaking – they are set by HQ and evolve over time with new imagery and other updates but these are done at Head Office level to ensure national consistency. We are always open to new ideas that have a compelling reason behind them but will push back if there are unnecessary amends being asked for.
2. Once the artwork has been finalised and approved by the franchise (which should only happen after a full and thorough proofread, including checking QR codes), HQ will upload it to the secure FTP site, to your specific franchise folder.
3. There is a Price List which will be reviewed every quarter in the secure FTP site. Please check this to find the cost for the item and quantity you want to order. If the item you want isn't there, we will have flagged this and requested a quote at the point of briefing.
4. Using your bespoke order form, which is located in your specific franchise folder in the secure FTP site, you will fill in all the relevant fields. Here is an example of an order form filled in. You can see next to item number 4, the drop down list from which you select the item you want to order. We will add to this list as new items become available or with new items we can see are being regularly ordered. In this example, you can see that there are two types of A5 leaflets being ordered, one might be BPS and one might be Swim Academym for instance. In this case, we will name the artwork based on the Item Number so it is clear for the printer which leaflet is which quantity – you don't need to worry about communicating this to them.

Item Number	Item	Quantity	Price	PO Number	Delivery Address (if different from above)	Notes (e.g. required delivery date)
1	A5 2pp leaflet on 170gsm silk, printed 4 colour process both sides	1000	£89.00	PDNHR0001		Delivery by 05.10.23
2	A5 2pp leaflet on 170gsm silk, printed 4 colour process both sides	2500	£130.00	PDNHR0001		Delivery by 05.10.23
3	Pull Up Banner 800 x 2000mm 4 colour process on 300 mic Kernow Jet	1	£114.00	PDNHR0001		Delivery by 05.10.23
4	A5 2pp leaflet on 170gsm silk, printed 4 colour process both sides					
5	A5 2pp leaflet on 170gsm silk, printed 4 colour process both sides					
6	Business Cards on 450gsm silk, laminated, 4 colour process both sides					
7	Pull Up Banner 800 x 2000mm 4 colour process on 300 mic Kernow Jet					
8	A1 Pavement Sign including base					
9	Roadside Banner - 8ft x 3ft 6 eyelets					
	Sticker Design 01 - 45mm circ stickers, printed on A4 sheets					(minimum order of 1,008 which is 42 sheets of 24 stickers)
	Sticker Design 02 - 45mm circ stickers, printed on A4 sheets					(minimum order of 1,008 which is 42 sheets of 24 stickers)
	Sticker Design 03 - 45mm circ stickers, printed on A4 sheets					(minimum order of 1,008 which is 42 sheets of 24 stickers)
	Sticker Design 04 - 45mm circ stickers, printed on A4 sheets					(minimum order of 1,008 which is 42 sheets of 24 stickers)
	Sticker Design 05 - 45mm circ stickers, printed on A4 sheets					(minimum order of 1,008 which is 42 sheets of 24 stickers)
	Sticker Design 06 - 45mm circ stickers, printed on A4 sheets					(minimum order of 1,008 which is 42 sheets of 24 stickers)

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Each time you place an order, and that order is processed, the order form will be cleared and the artwork deleted, making your folder ready for the next order to be placed. All order details will be kept on a central spreadsheet that Tracy will maintain and HQ will receive a copy each month.

You will all have access to a secure FTP site, using Sharepoint via this link:

<https://paragonprinting.sharepoint.com/:f:/g/EtY0o5nmH6ROmU-myA7du30B68vFtcDscpEfONUo45oQvQ?e=wolLgI>

Password: Paragon3623

Items not on the Price List

Any items that aren't already on the price list, please make sure you give us required quantities, we will advise on stock etc.

Order Deadlines and Turnaround

The print order deadline will be midday Monday to Friday i.e. if an order is placed at 11am on a Monday, it will sent to print that day; if it is placed at 3pm on a Tuesday, it will be sent to print on the Wednesday; if it is placed at 3pm on a Friday, it will be sent to print the following Monday.

Turnaround for standard print jobs is generally 3-5 working days. If you have an urgent deadline, please be sure to communicate this on the order form.

Purchase Order Numbers

Each order will require a Purchase Order Number (PO). Some of you may already use POs when ordering from other suppliers. So far, we have generated PO number for you when placing orders with Paragon. If you don't have a PO sheet for generating PO numbers, here is an example of what one will look like. It basically acts as a reference for Paragon when invoicing your jobs.

PO Number	Date Ordered	Invoice Value (inc VAT)	Supplier	Brief Description	Xero Code	Ordered By	Authorised By	Invoice Received	Invoice Added to Xero	Invoice Paid
PDGL0001	22/03/2023	Exxx.xx	Paragon Print	Roadside Banner and A4 Posters		Charlie Goodenough	Charlie Goodenough	No	No	No
PDGL0002										

If you can use your franchise name in the PO number, such as the example above (PDGL is Puddle Ducks Gloucestershire) and then 0001 – this makes it future proof so you won't run out of numbers.

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Pricing

We are confident that the prices are competitive and good value when compared to print jobs of the same quality. If you are unhappy with the quality of any jobs received, please let us know immediately and send a sample to HQ. The price list will be reviewed every three months.

Please note, there is a minimum order quantity of £35.00.

Invoicing

Jobs will be invoiced on the day the job is despatched. Invoices will be sent directly to the franchisee via email.

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Reasons for centrally procured print

The reasons why we will no longer accept other external printers are as follows:

Colour

If, as a network, we use different print suppliers, there will be inconsistency in colours. Portals such as printed.com can offer some print products at cheaper prices because they set up several jobs on one run and print them all together. This means each job is affected by other jobs that are on that run. We have already seen our blue vary more than we would allow on the same leaflet printed at different times.

Comparing pricing on one product isn't indicative of the whole picture

We accept that the print costs you will be paying aren't the cheapest, especially when it comes to some high commodity products such as leaflets. However, other products are comparable (roller banners, for instance) and other products will be cheaper (such as stickers). Again, this is due to the way some suppliers run several different leaflets together on a job whereas a roller banner, for instance, is a one off print job and stickers, are quite specialist in terms of print and a premium printer (such as our supplier) will have more cost efficient ways of delivering this.

Quality and recourse

We are a premium brand and as such need to guarantee quality and have a method of recourse if we aren't happy for any reason. Using a traditional printer and having an account manager will give us this.

Head Office resource – time

Using several print suppliers means that the level of support we have to give from Head Office is too much – in terms of our time. We would have to help franchisees to spec every piece of print to ensure there is consistency, that corners aren't being cut with stock etc., and to ensure no mistakes are made during the ordering process. We effectively become print brokers.

Best practice in franchising

We spend lots of time with other franchisors and dictating print suppliers in this way is absolutely standard and a key part of ensuring brand consistency across the UK. Many other franchises put mark up on products or charge for the management of the process or the time taken to amend/create artwork. We are doing none of these.

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