

inPRINT

What's happening at Print Services

Spring 2026 Newsletter | Spring Cleaning

Baker Downtown Center

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Hours of Operation

Monday - Friday | 7:30am - 4:00pm

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Read Online at print.uoregon.edu

Personality Spotlight: Heidi Pohl, Digital Print Service Lead

Get to know our team! Each quarterly newsletter will highlight one of our staff.

What is your current position, and what are your job responsibilities?

Digital Print Lead, I take care of the intake of the orders, estimates, file prep, mail merges and other customer service needs.

Tell us about your family?

I have been married for 25 years and have 2 son's, and 2 cats and hopeful to get another dog soon.

What's your favorite thing to do outside of work, or a favorite hobby?

I love to go on adventures and being outdoors, hiking, camping (pic is of my favorite place the Illinois river in southern Oregon), fishing. Always love to settle in somewhere and read a good book.

What's your favorite movie?

The Princess Bride has always been my favorite go to when I want to laugh.



Mail To:

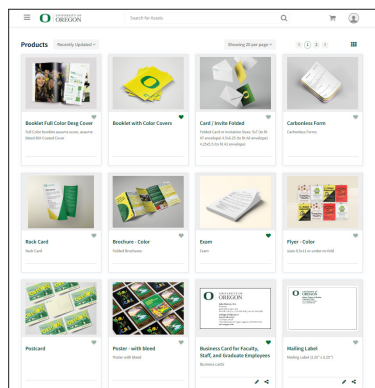
Exciting Updates: Streamlining Your Ordering Experience

At Print Services, we're constantly striving to improve our offerings and enhance your customer experience. We understand that an efficient ordering process is crucial for any business, and we are thrilled to announce significant changes that will make placing your print orders smoother and more straightforward than ever before.

In recent months, we've invested in cutting-edge machines and expanded our capabilities, allowing us to serve you better. This spring we'll be merging our Custom Print Orders with our Branded Stationery into a unified ordering system. This transition will provide you with several benefits, including a single login and password, streamlining your access to all our print services.

One of the most noteworthy aspects of this upgrade is our shift to a product-based ordering system. This new approach allows you to choose your product type, upload your files, and select from a variety of options tailored to your needs. The system is designed to only present you with options relevant to your product choice, simplifying the decision-making process.

We recognize that, as a busy print customer, the last thing you need is to sift through an extensive catalog of products. Therefore, our new system includes an advanced search feature. You can easily find what you're looking for by searching by keyword, size, or product



name. If you frequently order the same items, be sure to mark them as favorites. This will allow you to quickly access your preferred products from a convenient drop-down menu at the top of your dashboard. We have simplified the checkout process more convenient.

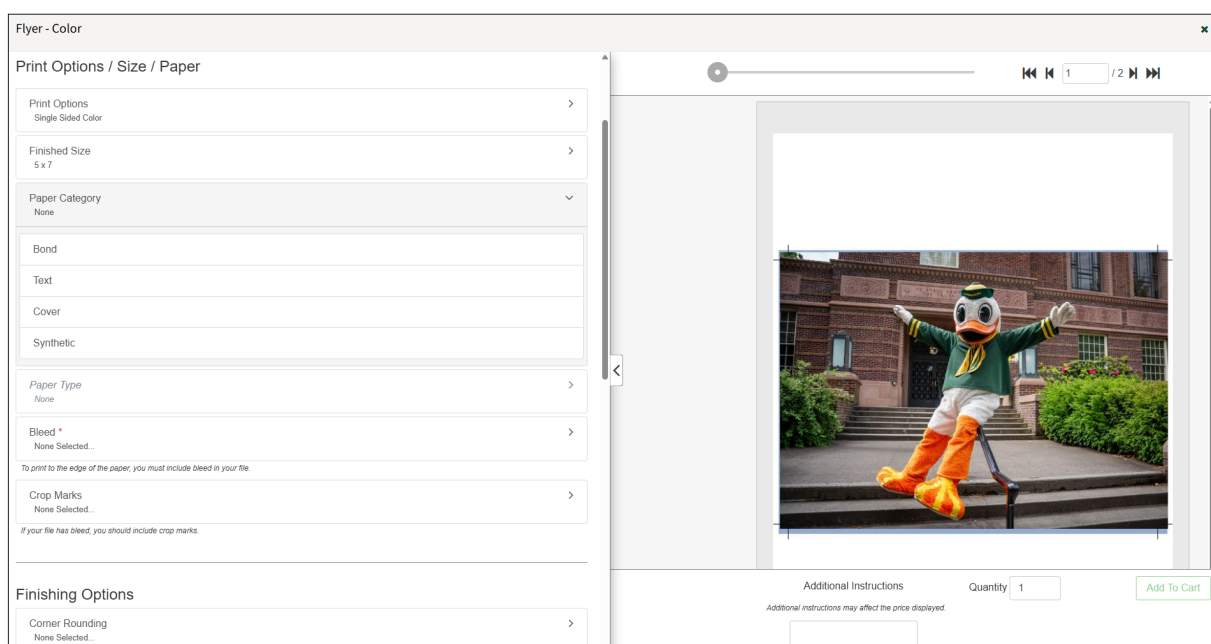
At Print Services, we're committed to enhancing your ordering experience. Our new system, with its intuitive product-based approach and advanced search functionality, is designed to make your life easier. With these upgrades, we hope to foster a seamless printing process that allows you

to focus more on what matters - creating stunning print materials that best represent your brand.

Stay tuned for more updates as we roll out these exciting features and thank you for choosing Print Services for all your printing needs! Happy printing!

Training resources for our new and improved ordering system will be posted on our website.

print.uoregon.edu



Preparing for Takeoff, Part 1: A Preflight Overview

Just like pilots before taking to the skies, prepress operators in print shops around the country conduct a “preflight check” before sending print files to press. Preflight allows print shops to catch quality issues that need to be addressed with the client, and even apply some quick fixes without needing to adjust the original design file. But did you know that you have access to the same tools? With Adobe Acrobat, you can conduct your own preflight check before sending files our way, potentially reducing production time and prepress fees.

To get started, open your PDF with Adobe Acrobat and navigate to the “Tools” tab. Find the “Protect & Standardize” category and open the “Print Production” toolbox.

Check for CMYK vs RGB

One of the most common causes of photo-redness and unintended color shifting is leaving all or part of a file in RGB (the color mode for screen display). Unless otherwise specified, all elements of your print file should be created or converted to the CMYK (the color mode for printing) before submission. There are two easy ways to check your PDF for RGB:

Method One: Output Preview

The first tool in the Print Production toolbox is called “Output Preview.” Opening the dropdown menu called “Show” will allow you to toggle elements of the PDF on and off depending on their

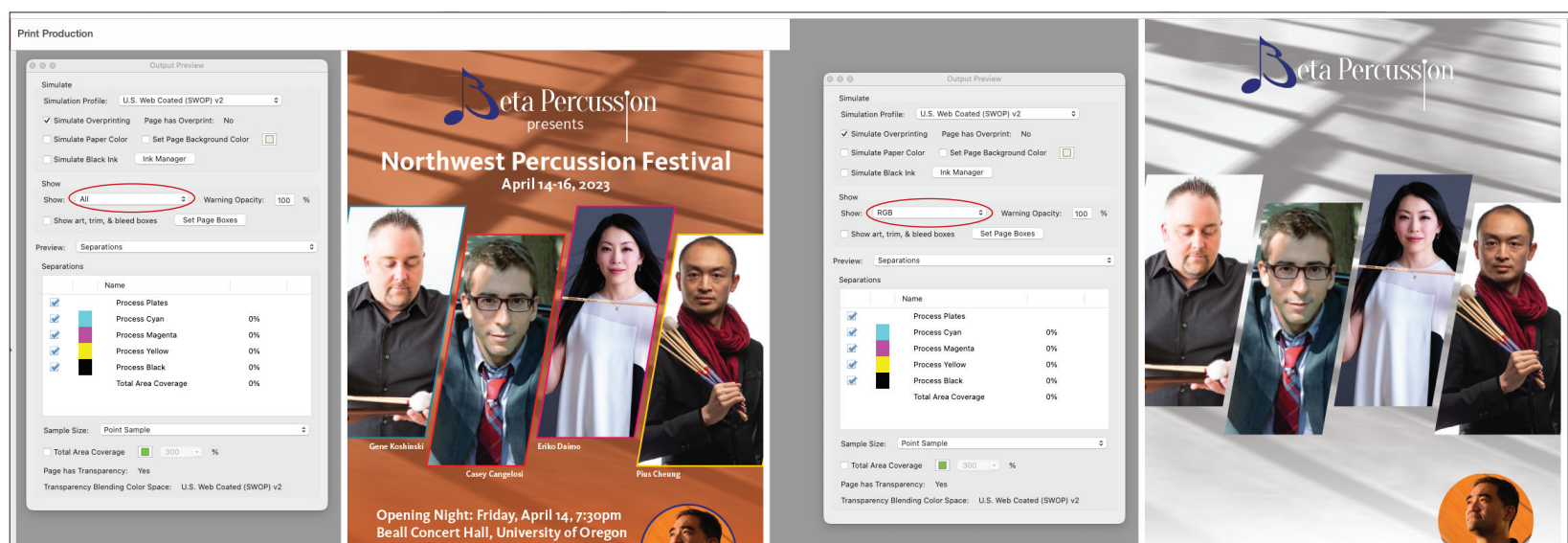
color mode (it will show all elements by default). Switching to “RGB” will show you each element currently in RGB that should be converted to CMYK (see Method Two for a quick conversion tip).

Method Two: Preflight

Using the “Preflight” tool (just below “Output Preview”) is a great way to quickly check more complex or multi-page documents for RGB. First, select the “Essentials” category in the dropdown menu at the top of the Preflight window. Under the “Digital printing and online publishing” subcategory below, highlight “Digital Printing (color)” and click “Analyze” at the bottom. This generates a report that lists all RGB elements in the document that may not print well due to being in the wrong color mode.

Tip for converting to CMYK: if you find that your document contains RGB elements and you’re not sure how best to convert them to CMYK for printing, you can select “Analyze and fix” instead of “Analyze” in the Preflight tool described above. However, be aware that running your PDF through any post-export software carries a risk of unintended changes. For best results, convert all elements to CMYK in their original design program (including photos) before exporting to PDF.

In our Summer edition, we’ll continue to review more useful tools in Acrobat. Stay tuned!



Spring Cleaning Your Mailing Lists

For bulk mailings, our goal is to have your mail successfully delivered to as many recipients on the list as possible. To that end, we check lists for errors and make corrections as we see them. However, there’s always a chance we won’t catch an error. The cleaner your data is when you give it to us, the higher percentage of mail pieces that will be delivered, and the more likely we are to be able to send your job out on time.

What we can do:

Using both automated and manual processes, we can check for bad addresses and correct many of them. Part of presorting a mailing list is checking it against the National Change of Address (NCOA) database, which will automatically update recent moves and give a list of rejected addresses. Sometimes we can refine the rejected addresses and make them mailable. Additionally, we do a number of spot checks through the list itself and then in the printing process, so we catch quite a few issues that way as well.

What we can’t do:

We can’t correct anything that

involves interpreting your data beyond the scope of what is a mailable or unmailable address. Check that your data is accurate and up to date, like last name changes or titles. We don’t have a way of knowing that someone’s name is spelled Jon instead of John, or if their title changed from Assistant to Director; that part of your list is something we take at face value.

What you can do:

The best thing you can do is make sure your mailing list is neat and organized before passing it along to us. Here are some general tips:

- Don’t put multiple lines of data into one cell; add more columns instead. Line breaks and page breaks can hide data and lead to bad addresses that may get lost in the process, especially for larger lists.
- The more columns, the merrier! It’s much simpler for us to combine columns together with formulas and scripts than it is to split them apart.
- If possible, sort all your international addresses to the top or bottom of a list,

as they have to be handled differently than domestic addresses. Include a column with the country name, and if you need extra address lines, add more address columns.

- For states, just use the 2-letter abbreviation.
- If you have duplicates or names you want excluded, remove those before sending them along.

Update Your Bookmarks!

The Fleet Copiers and Managed Printer Program have new links for service and supply requests.

Find them at:

print.uoregon.edu/fleet-copiers.

Pre-Press Double Check

While we try to do as much as possible to make ordering as easy as possible, there are certain elements of artwork that need to be correct in order for us to print your project! Before you submit your next print job, take a minute to review two prepress elements that will help make sure your artwork is print-ready:

Size – Make sure your artwork matches the size of your finished piece, when flat. For a standard flyer that is often 8.5 x 11”. For a standard brochure, although it gets folded down to approximately 4x9”, your flat size will still be 8.5 x 11”.

Bleed & Crop Marks – If your design is meant to go to the edge of the printed piece, you’ll need to include .125” design bleed on all edges, where artwork is pulled past the trim line to give us extra design to cut off so that it hits the edge of the sheet, without showing the white of the paper.

Let us know if you need help setting up bleed and/or crop marks, as we have program specific instructions that we can share!