

What to define before requesting a print quote

A practical tool for preparing use, product, materials, files, finishes, logistics and decision criteria before requesting a print quote.

First: what this resource is and is not

This resource helps prepare a print request. It is not a quote, it does not promise prices, materials, capabilities or delivery times, and it does not replace technical validation for each job.

Use it to arrive at the conversation with organised information and to avoid exposing commercial data or sensitive files unnecessarily.

- It does not include internal prices or margins.
- It does not expose suppliers or private purchasing conditions.
- It does not use real clients, orders or specifications.

1. Use and objective

Define what the piece will be used for, who will receive it and where it will circulate. Use changes decisions about material, finish, quantity and delivery.

- Main use of the piece.
- Audience or recipient.
- Expected duration.
- Handling or installation conditions.

2. Product and quantity

Describe what needs to be produced, how many units are required and whether there will be variations by reference, language, site, campaign or personalisation.

- Product type.
- Quantity per version.
- Open and final sizes.
- Number of pages or sides.

3. Materials, colour and finishes

If you do not know the exact material, describe the expected use and ask for technical advice. Avoid deciding by appearance alone when the piece must withstand handling, moisture, sun or transport.

- Suggested material or functional need.
- Single-colour, full-colour or special finishes.
- Lamination, die-cutting, folding, binding or another finish.

4. Files and content

Check whether the file is production-ready or still needs design, adjustment, proofreading, colour tests or preparation of variable data.

- File format.
- Bleed, margins and resolution.
- Fonts, images and usage rights.
- Variable data or protected databases.

5. Delivery and decision

The required date, delivery place and decision criteria make it easier to compare options without turning the conversation into a confused negotiation.

- Desired date and real deadline.
- City, address or collection method.
- Priority: cost, speed, finish, durability or support.

Editorial metadata

Audience: Organisations, companies, ventures, educational institutions, communications teams, administrative areas and agencies.

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