



## Print Engineering

**When you want to achieve a certain look and feel in your marketing materials, do you have someone to turn to who is an expert in the printing process?**

Do you wonder whether what you want to print can actually be produced and how it might be delivered more cost effectively? At Universal Wilde, our Sales Team and CSR's have decades of technical expertise and can guide you in designing a successful print project to help you achieve the best value for your marketing dollar.

**Print Engineering starts with a conversation about your objectives and how those objectives can be achieved.** We have extensive knowledge of print, folding and binding equipment as well as substrates and special inks.

**Our approach is collaborative.** We have reconfigured folds, turning hand work into something that can be machine folded, saving time and money while providing a superior product. We have supplied die-lines of optimal layouts to designers and have provided batches of uniquely folded samples for testing with packaging centers.

**Our knowledge of paper manufacturing allows us to optimize the print area and save you money.** Engineering continues throughout the manufacturing process as your CSR takes feedback and suggestions from our operators and adjusts specifications to meet your expectations. Common examples include adding varnish to protect large solids or ordering shrink-wrap to avoid rub.



**Equipment and process are part of our success, but our people are the key.**

Universal Wilde is here to make suggestions and provide print education to balance your needs and your vision with what is cost effective and realistic. Your total cost of ownership is reduced with our experts collaborating with you to achieve quality results in the most efficient way possible. You can be confident you are designing print that is engineered for success.