

Print brief

Fill in what you know and leave the rest blank. We will ask about anything missing before we quote. Return it to sales@fretwell.co.uk or attach it at fretwell.co.uk/quote.

1. Contact and job

NAME

COMPANY

EMAIL

PHONE

JOB TITLE / REFERENCE

WHAT IS IT? (E.G. LEAFLET, BROCHURE, APPEAL PACK)

2. Quantity

Main quantity	Price break 2	Price break 3	Versions / variants

3. Size, format and pages

FINISHED SIZE (CLOSED)

☐ A4 ☐ A5 ☐ A6 ☐ DL ☐ Other

FLAT / OPEN SIZE (IF FOLDED)

FOLD TYPE

☐ None ☐ Half ☐ Roll ☐ Z ☐ Gate
☐ Other

NUMBER OF PAGES (INCLUDING COVER)

BINDING

☐ Saddle stitch ☐ PUR perfect bound ☐ Wiro
☐ Not sure

4. Paper and colour

	Stock (silk, gloss, uncoated, recycled)	Weight (gsm)	Colours (4-colour, Pantone refs)
Cover			
Text pages / flat item			

FSC-CERTIFIED OR RECYCLED PAPER NEEDED?

☐ FSC ☐ Recycled ☐ No preference

Not sure about a box? Leave it blank. We would rather ask than guess, and we can suggest a specification that fits your budget. Call 01535 600 714.

5. Finishes

☐ Gloss laminate ☐ Matt / silk laminate ☐ Soft-touch laminate ☐ Spot UV ☐ Foil blocking
☐ Embossing / debossing ☐ Die-cutting ☐ Perforation ☐ Drilling ☐ None

WHERE SHOULD THE FINISH GO? (E.G. FOIL LOGO ON FRONT COVER ONLY)

6. Artwork and proofs

☐ Supplying print-ready PDF ☐ Supplying native files ☐ Need artwork adapting ☐ Need design

Print-ready PDFs: 3mm bleed, key content 5mm inside trim, images 300dpi at final size, fonts embedded, PDF/X-1a or PDF/X-4 preferred.

PROOF REQUIRED

☐ PDF soft proof ☐ Printed colour proof

DATE ARTWORK WILL BE READY

7. Mailing (if the job is being posted)

☐ Not being mailed ☐ Addressed mail ☐ Partially addressed ☐ Door drop

NUMBER OF RECORDS / MAILING QUANTITY

ENVELOPE OR WRAP

OTHER PACK ITEMS (LETTER, REPLY ENVELOPE, INSERT)

PERSONALISATION (NAME, ADDRESS, VARIABLE TEXT)

DATA NEEDS CLEANING OR SCREENING?

☐ PAF validation ☐ De-duplication ☐ Gone-away / MPS suppression ☐ Not sure

8. Delivery and timing

DELIVERY ADDRESS(ES)

DELIVERY

☐ Single drop ☐ Split delivery ☐ Collection

DATE NEEDED IN HAND / MAIL DROP DATE

IS THE DATE FIXED? (EVENT, LAUNCH, DEADLINE)

9. Budget and anything else

BUDGET OR TARGET UNIT COST (OPTIONAL)

PREVIOUS SUPPLIER SPEC OR SAMPLE TO MATCH?

NOTES