



Frequently Asked Questions

How close can you get to the final press look?

ASL Prototyping FX is designed to be a tool that can be used at any stage of the design process, whether it is a first iteration prototype or a near-press high-fidelity prototype. The prototype will successfully convey the major elements of the final design. There are limitations regarding the complexity of the effects that are able to be emulated, however, our team uses all possible outlets to make the prototype as close as possible to the final look without using the actual press materials. This may include pulling samples of printed labels that showcase similar effects.

How much does this process cost?

The cost depends on the complexity of the elements, size and quantity of prototypes requested. Price is determined on a case by case basis. Please contact ASL for pricing on your specific project.

What is the difference between a prototype and a press proof, press approval or a digital proof?

A press proof is an exact version of the final label. It is produced right on the press using the same materials that will be used in production. Press proofs are costly as they require complete press set up and tooling purchased for the job.

Press approvals are in person colour checks to ensure labels are as desired. These are scheduled at the beginning of a production run and should last less than 30 minutes. Press approvals are not design sessions as once the order has gone to press, there is not much latitude in changing the design or the colours. As an example, a customer may come in for a press approval to ensure the intensity of a certain shade is as envisioned. Once the press approval has been signed off, the labels will go immediately into production.

Digital proofs are PDF files that are provided to clients to approve before production. These are used to ensure copy is correct. They call out the colours and embellishments involved in the design. Digital proofs, on screen or printed out are NOT colour accurate, but used to confirm copy and placement.

Prototyping is a process involving expert opinions, reference samples/materials, and physical prototypes. The purpose of prototyping is to compare, edit, evaluate or alter design options. Prototyping FX allows for a more collaborative process where our experts are able to ensure you are receiving the best possible solution and design for your company and brand needs.

What is an Ink Draw-Down or Epson Proof?

An ink draw-down is a swatch of ink on the selected production material that is used as part of the prototyping process to show what the selected spot colours will look like.

An Epson Proof is a proof used if a process colour (CYMK) is being printed. The proof is provided on a gloss or matte substrate without any adhesive.

Is prototyping only for new products?

No! ASL Prototyping FX can be used to find more cost-effective solutions and ways to emulate current designs. Our experienced team will provide expert knowledge regarding how to maintain the current look of the label while lowering your production cost.

Have a different question? Contact us.

Reachout@aslprintfx.com

Toll Free: 800-263-2368

Fax: 905-264-1529