



FY 2010
“CUSTOMER SERVICE”
BROCHURE



General Services Department
CENTRAL PRINTING DIVISION
(559) 621-1335
(559) 498-5423 FAX

MISSION STATEMENT

To provide prompt, reliable, convenient, and cost effective printing and copying services to internal City customers.

Overview and Key Services

The **CENTRAL PRINTING DIVISION AND COPY CENTER** provide the following services to City customers:

Offset Printing

- Letterhead
- Business cards
- Carbonless forms
- Runs in excess of 2500 sheets
- Standard forms
- Multi-color forms and brochures

Graphic Design Services

- Typesetting
- Graphic consultations
- Art layout and design
- Banners & large format prints

Copy Center Services

- Color copying
- Book reproduction
- Comb and tape binding
- Security I.D. Badges

Mail and Delivery Service

- U.S. Postage application
- Inter-Departmental mail
- Delivery of reproduced material

Acquisition of all Copiers

Competitiveness

Operating like a private business, Central Printing bills city customers for services rendered using burdened labor rates. This means all overheads are included in these charges. Listed below are the division's key rates billed to city customers compared to average Fresno market rates derived from a recent survey.

- Central Printing's **GRAPHICS & TYPESETTING RATE** of **\$92.89/HOUR** is on par with the commercial average market rate for these services.
- Central Printing's **PRINTING PRESS RATE** of **\$92.89/HOUR** is on par with the local market for companies offering Printing and Copying Services.

The Central Printing Division will also team up with outside vendors to provide the best value for print and copy jobs. Contact us for all printing and copying jobs and let us Be Your First Contact!

Let Central Printing save you staff time and money on long run copy jobs. As with all printing and copying jobs, we will get you the lowest price possible.

Organizational Structure Key Staff Contact Information

<u>Area of Responsibility</u>	<u>Contact Name</u>	<u>Telephone Number</u>
Administration	Eddie Santos <i>Central Printing Supervisor</i>	621-1186
Accounting	Beverly Simonson <i>Senior Account Clerk</i>	621-1335
Press Room	Jim Reaves <i>Senior Offset Equipment/Printing & Bindery Coordinator</i>	621-1189
Graphic Design	Sheryl Ringgenberg <i>Production Graphics/Reproduction Specialist</i>	621-7467
	John DeLucia <i>Custom Graphics & Design/Reproduction Specialist</i>	621-7477
Copy Center	Central Printing Technician	621-7466
24 Hour Emergency Service	After Hours	621-1100

Office/Shop Locations

Central Printing	2101 "G" Street MSC	Building Y
Graphics and Copy Center	2600 Fresno Street City Hall, 1st Floor	Room 1087N

Hours of Operation

Central Printing	Monday through Friday	8:00 am to 5:00 pm
Graphics and Copy Center	Monday through Friday	7:30 am to 5:00 pm

24 Hour Emergency Service **After Hours** 621-2489

Central Printing Pertinent Points

- Evaluate each job to provide the lowest possible price. All jobs will be completed in-house whenever possible. Outside vendors will be utilized when the job can be outsourced at a lower price.
- Acquire multiple bids for outsourced jobs to obtain the lowest price.
- Provide daily inter-office mail service and U.S. Postage for all City departments.
- Consult and assist your division with any cost-per-copy program needs or questions that arise.

Central Printing FAQ's

How do I have a printing job completed by Central Printing?

- Complete a printing requisition
- Provide specific details for new items. A proof for your approval will be provided.
- For artwork, Central Printing will set it up and send a proof for your approval.
- For a repeat order with changes, provide a sample with required changes clearly marked. A proof for your approval will be provided.
- For exact repeats, send a sample and mark on the requisition "exact re-order."

What if I need a new piece of artwork designed?

- Fill out a printing requisition
- Write a description of the artwork, or set up an appointment with our graphic artist by calling Sheryl Ringgenberg at 621-7467 or John DeLucia at 621-7477.

How is mail processed?

- Mail received at the Copy Center prior to 2:30 p.m. will be mailed the same day.
- Inter-office mail is delivered daily to all City departments.

How much lead time is needed for general printing and copy jobs? How are rush jobs handled?

- After a requisition has been received and all proofs approved, a job generally takes 1 to 1 ½ weeks. Less time is usually needed; however, if for any reason it would take longer, you will be notified immediately.
- Rush jobs which cannot wait for normal production scheduling, will be produced as quickly as possible. When overtime or special handling are required, extra charges may be applied.

How do I get forms from Central Printing?

- If they are a standard form, complete a Standard Form Requisition and route it to Central Printing. The requested items will be delivered within 1-2 days.
- For printing and copy work, a Central Printing Requisition must be filled out.

How do I have business cards printed?

- Complete a Printing Requisition and forward to Central Printing. If the order is for replacement cards, attach a sample. If the order is for new cards, attach an example of a similar card and make the necessary changes.
- A proof will be completed and sent to the requesting party.
- You should expect delivery of your order within 1 week of returning the approved proof.