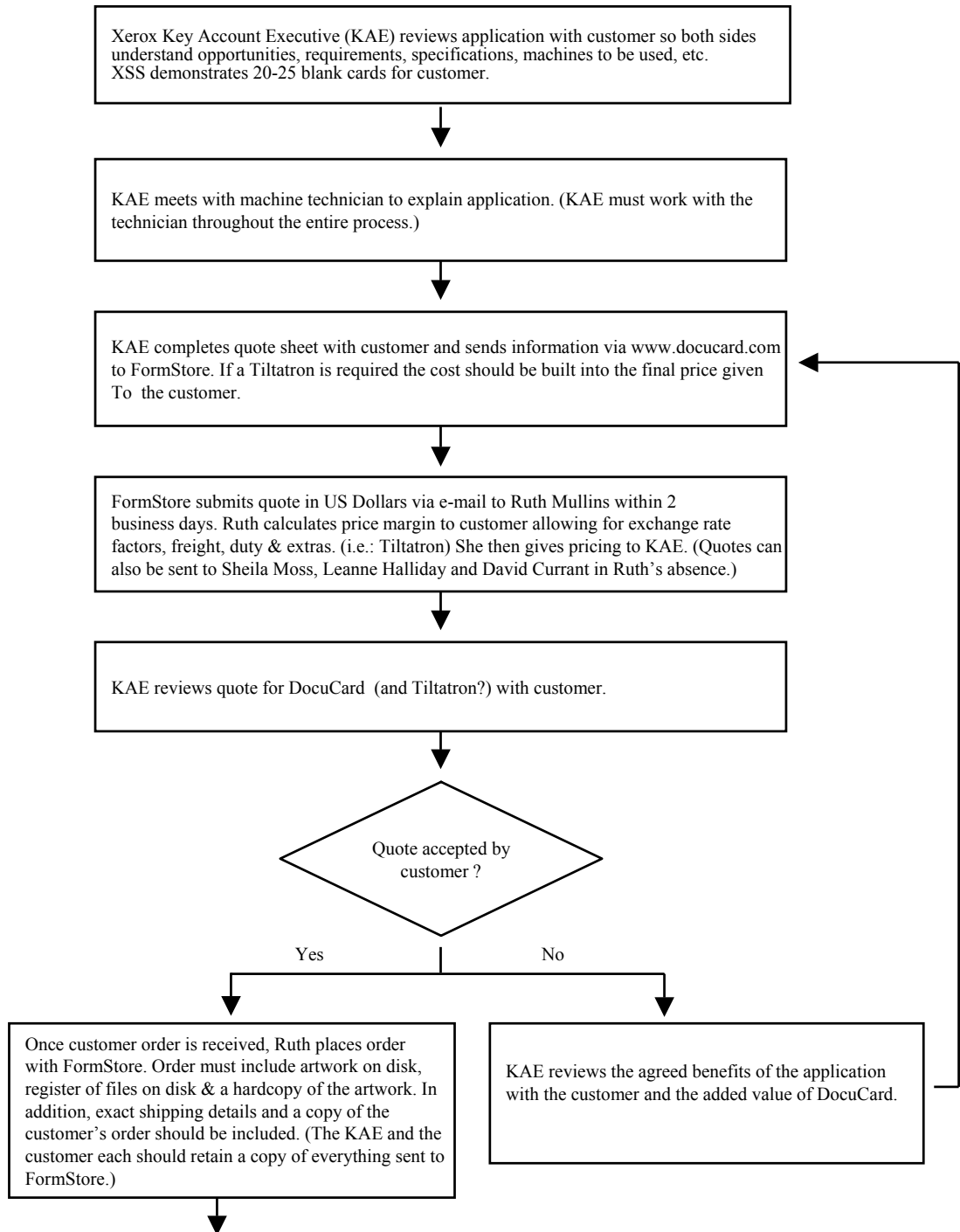


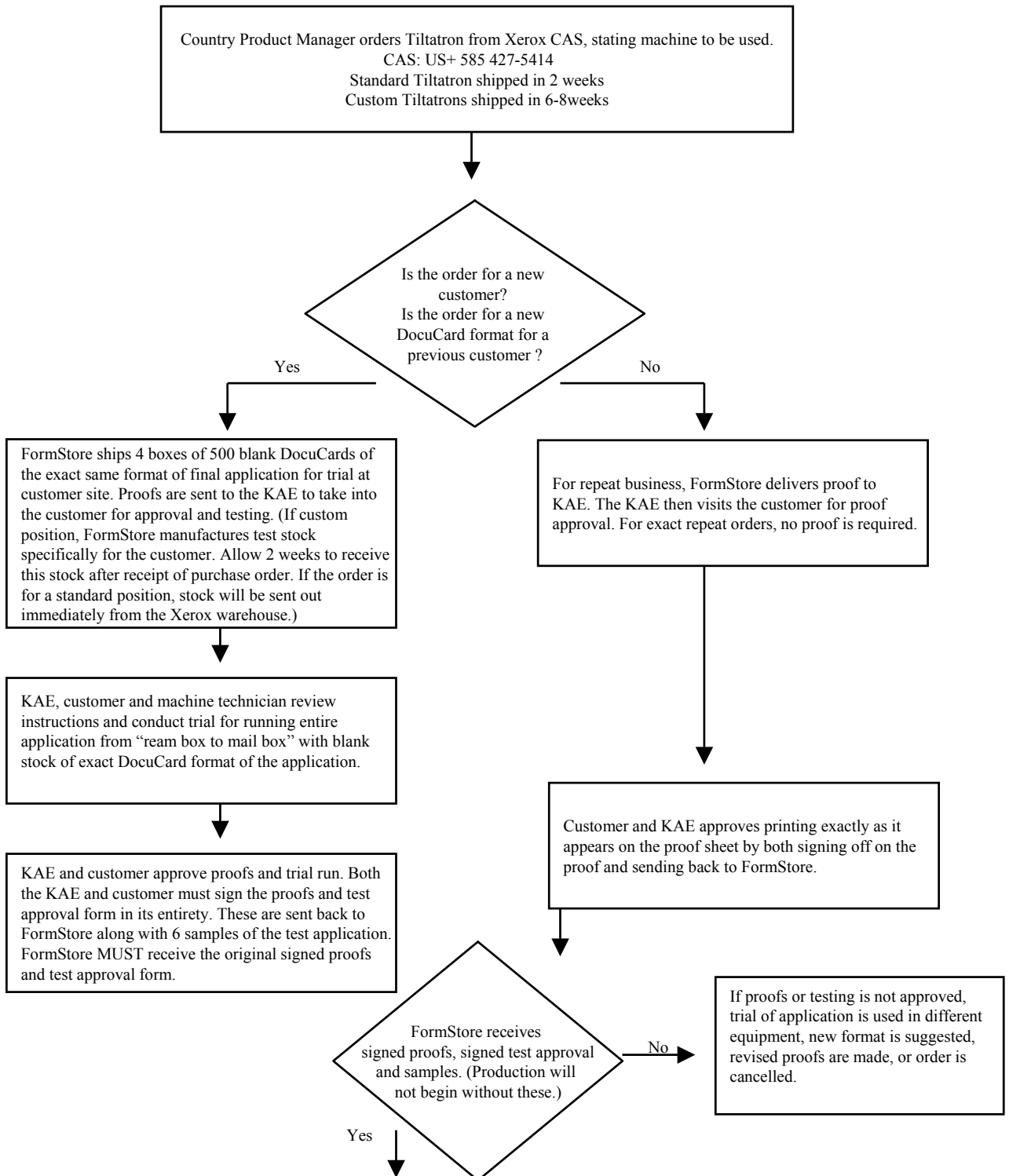
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SALES & ORDER PROCESS



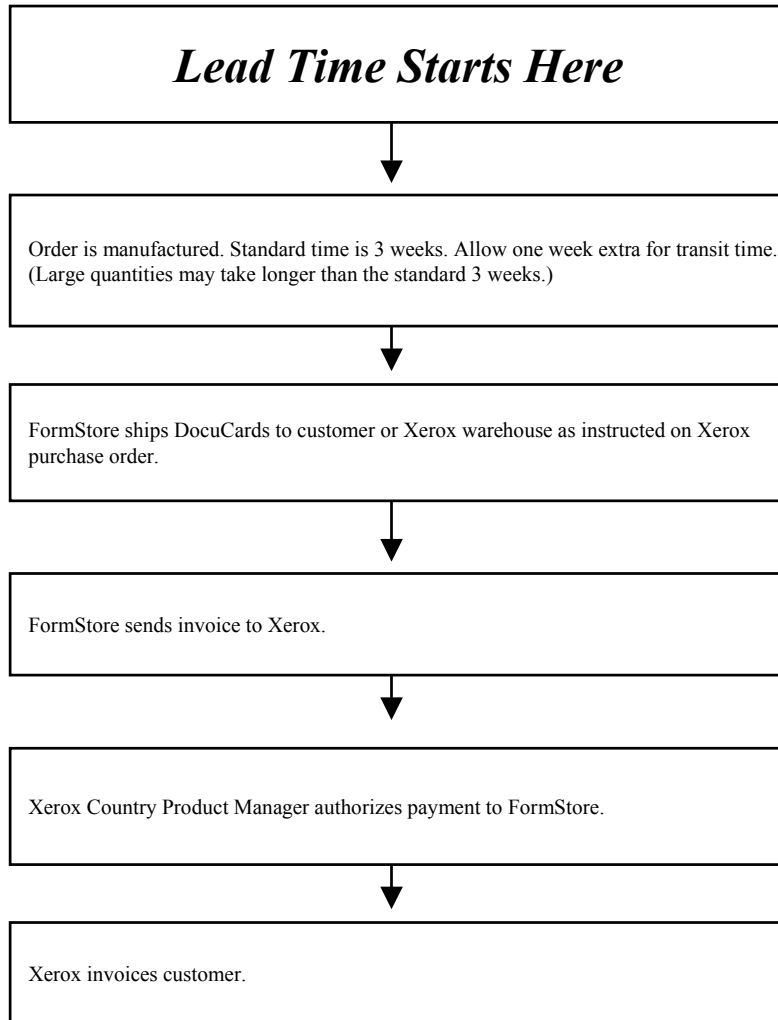
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Artwork & Test Guidelines

Artwork Guidelines

- Refer to Artwork Specification sheet on www.docucard.com for requirements.
- Artwork needs to be screened back to 20% if in imaging area on document and card.
- Confirm card position before order is placed to ensure it is an acceptable format.
- If custom format, note exact measurements of card position on document.
- A knockout behind the card on the document is always necessary. There is to be no printing under the card. Some copy may be permitted after review of artwork, but is not encouraged.
- If document has 100% ink coverage on certain formats, there will be an extra charge for “lockup” if necessary. 100% ink coverage on the document is not encouraged.
- Please note PMS colors for order on hard copies that is provided with the disk.
- KAE & Customer must each retain a copy of the artwork in case there are questions with the order.

Test Guidelines

- Test material MUST have the exact card position, paper weight, paper size, and have needed scores, perfs, windows, etc. as the final order.
- Completely fill out the test approval form by approving everything listed. The customer AND sales representative must both sign off on the form.