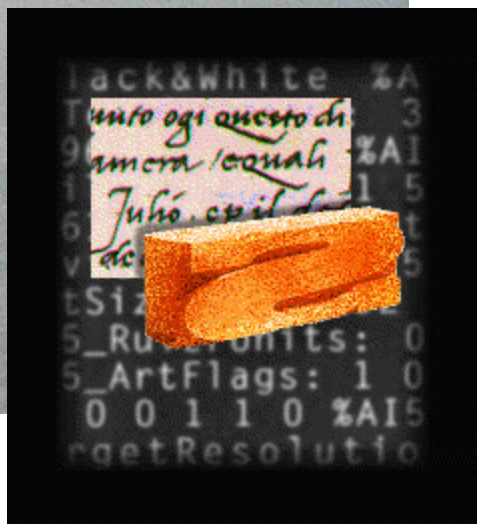
Estimating Printing

with Morning Flight



. . . the Skypricer Edition

Estimating Printing with Morning Flight

. . . the Skypricer Edition

The Morning Flight Skypricer is an innovative, easy to use estimating and web2print program for digital and wide format print shops.

It's a tool you can master quickly. But don't let its easy demeanor fool you. Hidden beneath the streamlined exterior runs a highly advanced pricing engine, the same engine that powers all Morning Flight software, from the no-cost FreeRide Edition to our most powerful Print Management System.

Enjoy!

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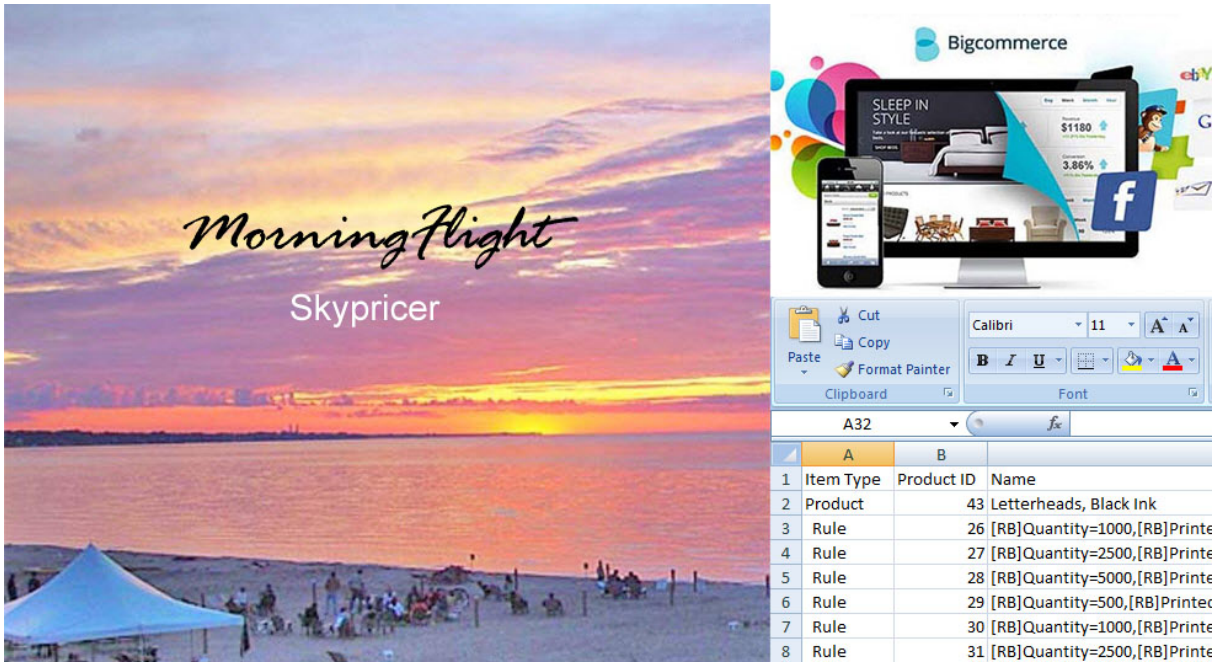
1 Welcome



Introduction

Welcome to our print-it-yourself user guide for the Morning Flight V17.2 Skypricer. The guide is identical to the help system built into the program and focuses mainly on the basics. For help with advanced topics, please consult our online help system at www.pricingtheweb.com. The online site will always be more up-to-date and a better place to come to when you're wondering what's new.

The Skypricer is built on top of a custom Silver Edition to which we've added MyWay pricing and the ability to import customers from QuickBooks. All Morning Flight programs are powered by the same pricing engine. Paid versions were given a substantial power boost in version 17.1 with the addition of wide format, multi-tiered click charges, and support for RISO duplicators and Xante presses. V17.2, a free update from V17.1, saw the addition of RISO inkjets. Offset is built in but can now be toggled on and off.

Released nine years ago, the Silver is rock-solid. While the Skypricer's web2print functions are designed for digital and wide format products only, the Silver portion of the program will estimate offset, digital, wide format, copies, and merchandise. The Skypricer, like all Morning Flight programs, works with inches and millimeters, USA

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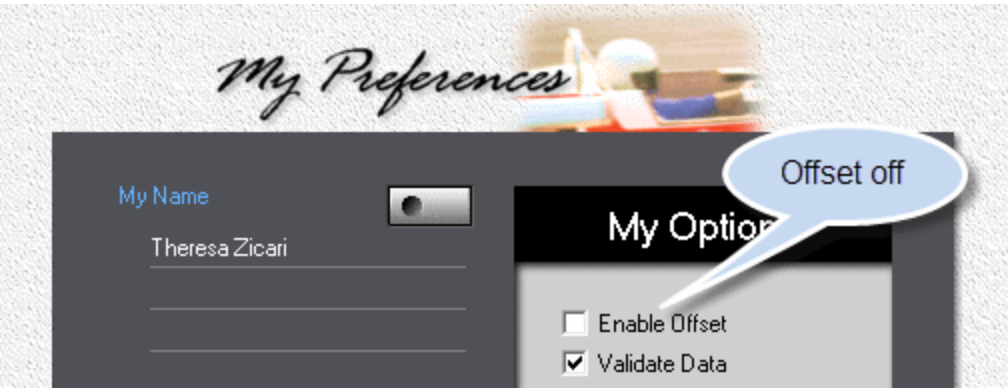
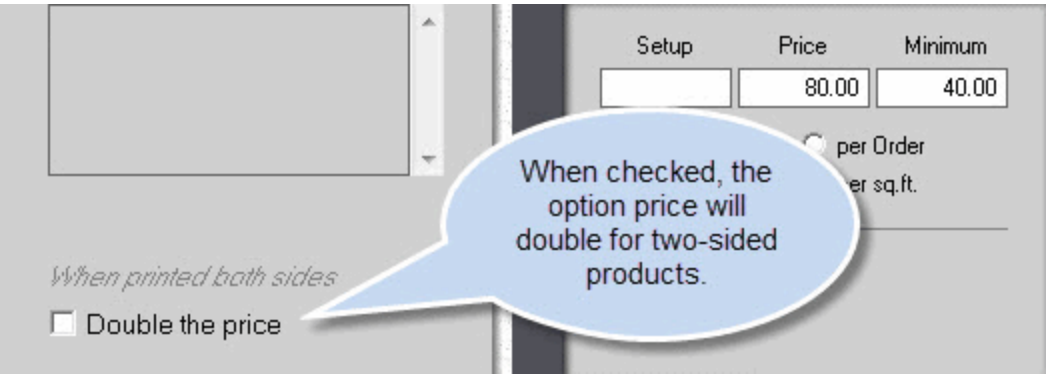
and ISO paper sizes. All paid Morning Flight programs are sold with a perpetual use license, free support, and no annual fees.



How to verify that you have the latest version

Go to *File* > *Update* > *My Wide Format Options*, then click the Camera button. If you see the "Double the price" check box, your program is up-to-date. You can also perform this test from within a Wide Format quote.



How to get Answers

Help for all paid editions is by email, free of charge. In North America and most of Europe you can also call us at 1-585-384-1023. We'll call back. If you're new to Morning Flight, please look here first:

Getting Started
Workspaces
Making your First Quote

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2 Getting Started

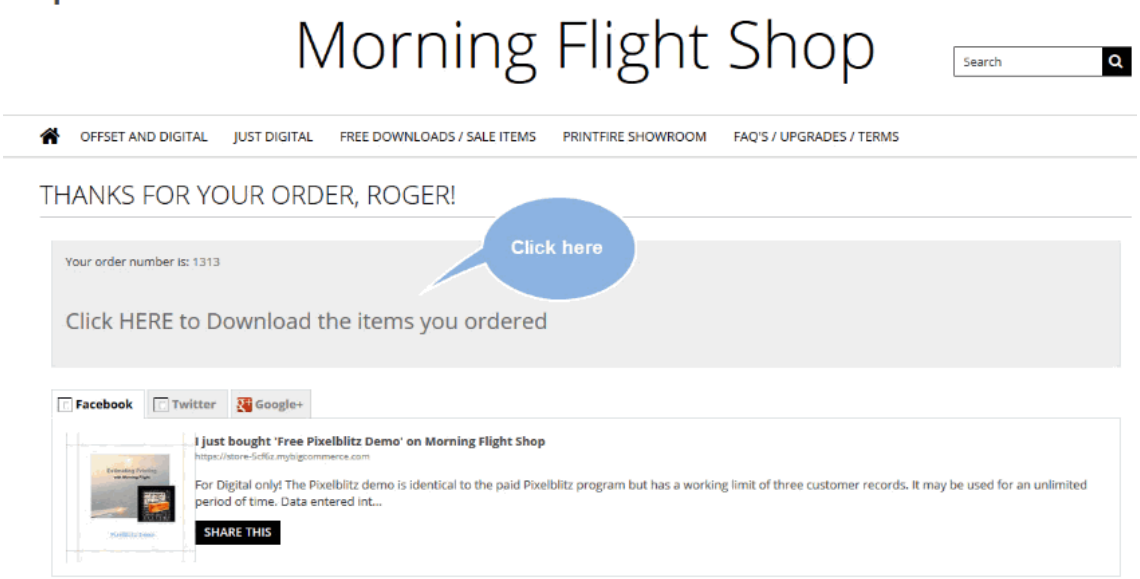
2.1 Installing the Skypricer

System Requirements

CPU:	Pentium III or later
Memory:	128 MB
Available Disk Space:	60 MB
Operating System:	MS Windows XP, 2000, Vista, 7, 8, 10

How to download

Step 1



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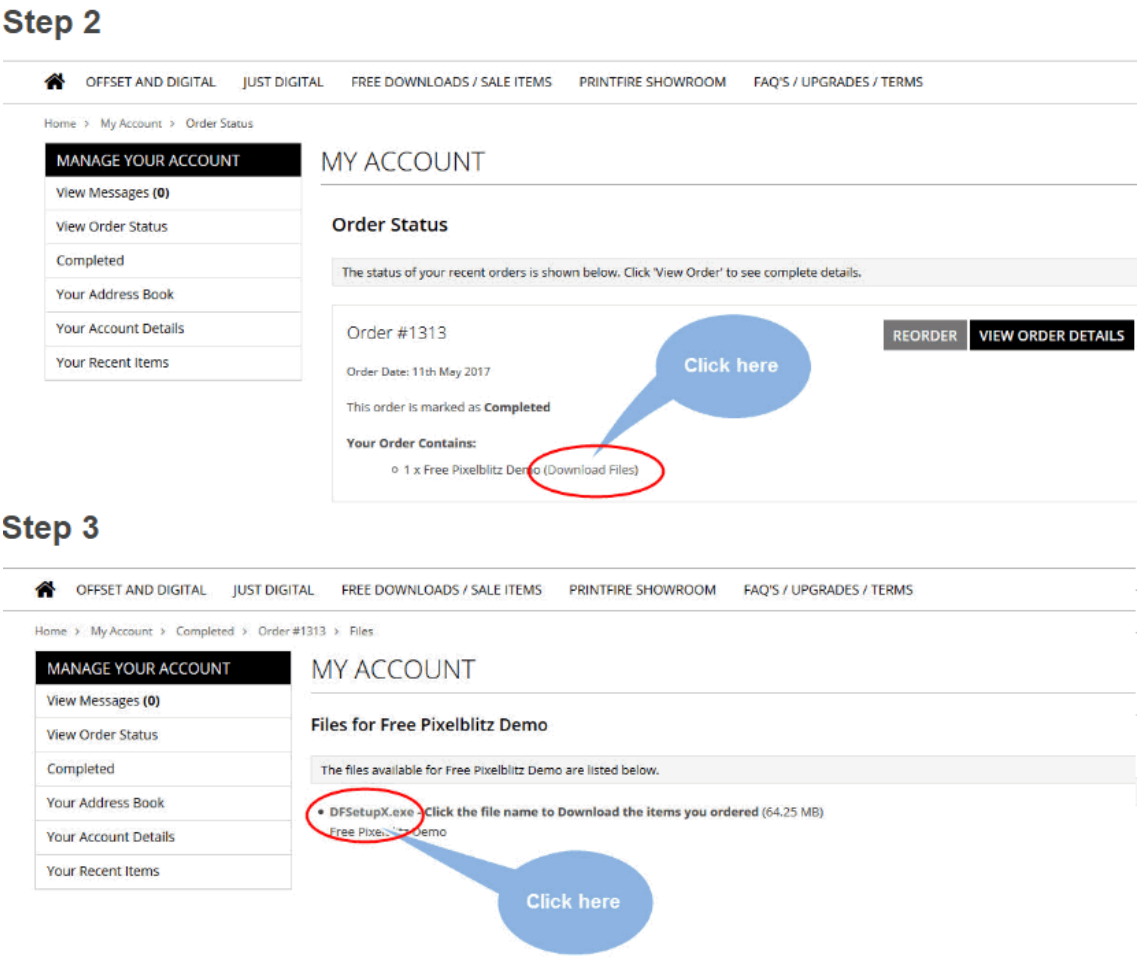

Installing the Skypricer

If you're currently using the Morning Flight *FreeRide* starter or a paid Morning Flight program, you can preserve your quotes and shop data by installing the Skypricer into the same directory into which you've previously installed the *FreeRide* starter or paid program (C:\Program Files\PrintFire\MorningFlight by default). However, before you do that, please read the chapter on Updating and Upgrading.

If you elected to save rather than run the setup file, go to the directory into which you saved the Skypricer download. Look for an application called ***SPSetup.exe.*** Double-click it, then follow the instructions on the screen. An uninstall option is added to the Control Panel, but no files are changed in your Windows System directory. All Morning Flight programs use the same data files, so the transition will be seamless. As always, be sure to back up your data files beforehand.

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Installing a Skypricer Demo

If you're currently using the Morning Flight *FreeRide* starter edition or a paid Morning Flight program, we strongly advise against installing a demo into the same directory. The default path for the demo is C:\Program Files\PrintFire**DemoV17.** The default for live programs is C:\Program Files\PrintFire**MorningFlight**. Keeping the two programs separate will allow you to evaluate the demo without endangering your live setup.

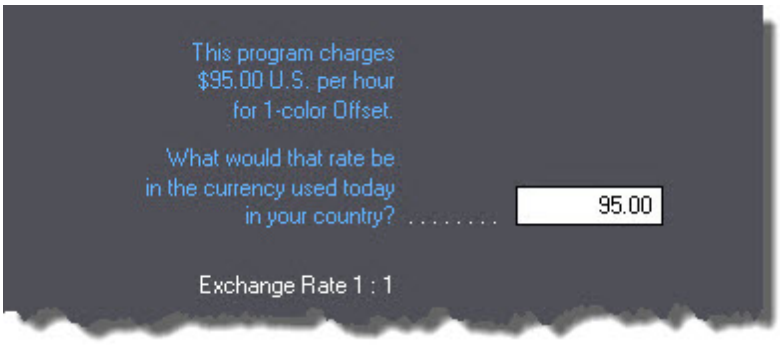
If you elected to save rather than run the setup file, go to the directory into which you saved the Skypricer Demo download. Look for an application called ***SPSetupD.exe.*** Double-click it, then follow the instructions on the screen.

Launching the Program

Double-click the MFlight Skypricer shortcut on your computer's desktop. When Morning Flight loads for the first time, it will take a few minutes to create the data files. Please be patient. Subsequent program loads will take just seconds.

The Prelaunch Interview

The prelaunch interview defines your shop's profile. Here is where Morning Flight collects the information it needs to configure itself to your company's capabilities. All but one of the profile settings can easily be changed after the interview. It's just more convenient to do it during prelaunch. The exception is your currency exchange rate.



If your shop is located outside of the United States, the setting you want to get right *during* the interview is the rate of your currency exchange. It's the only prelaunch

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setting that can't be reset in a few simple steps. To revert back to U.S. Dollar prices you'll need to later adjust all paper prices and hourly rates.

Uninstalling

Use the "Add Or Remove Program" utility in the Control Panel of MS Windows to uninstall the program.

Note:
All Morning Flight editions use a common set of data files. Consequently, uninstalling one of the editions will remove only the program itself from the installation directory, not the generated data files. This also serves to protect your data in case of an accidental uninstall. To remove all traces of the Skypricer from your computer, delete the sub-directory "PrintFire\DemoV17" from your "Program Files" directory after you've uninstalled the program.

Caution: Deletion of the sub-directory is irreversible once the Windows Recycle Bin has been emptied.

2.2 Updating and Upgrading

In the fall of 2016 when we had the new Skypricer pretty much in the can - with five click charges instead of one - we felt we had to offer tiered click charges in all other paid editions as well. That single price point was no longer tenable. How long could it take to code the update? Not long, maybe a month. So we announced it. The response, predictably, was "Outstanding! So will it include wide format?" Well, why not. I mean, we had the pricing engine apart anyway, and industry surveys told us that half of all small print shops now offered wide format.

This is where the train went off the track. First and foremost, we should have kept quiet about wide format and released V17.1 as soon as those versions had the tiered click charges. Second, it would have been quicker to develop wide format as a separate entity instead of trying to shoehorn it into the existing data structures. Less stress, and definitely more revenue than the $50 to which we now limit all inline

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updates. We even debated about that, seeing we've never charged for updates in our 13-year history.

In the end, it wasn't much of a debate. The new Morning Flight had taken a year and a half to produce and had grown to nearly twice its original size and usefulness. I knew none of that would amount to a hill of beans in the debate about whether to update. Nor, in all honesty, should it. The real question is value. Is the update worth $50? I ask myself that every time I order a $49.95 computer book from Amazon. Was it worth burning the midnight oil to integrate wide format into the existing data structures? Totally. It keeps everything together and is so much simpler:

Updating to Version 17.2

If you have already updated to Version 17.1 and now want to update to 17.2 (you should, it's free and you get two more digital presses, among other things):

- Back up your Morning Flight data files (files with the extension TPS). The location of those files will depend on your operating system and whether you have disabled Windows UAC Virtualization.
- Install the update into your active Morning Flight directory (C:\Program Files\PrintFire\MorningFlight by default).

If you're updating from any Morning Flight version older than V17.1 and have not yet updated to V17.1, install the V17.2 update as you would V17.1. In other words, follow the steps below:

Updating to Version 17.1

Version 17.1 is more than an update, it's a new program. Some of the screens still look and work the same, but there are countless new ones to support the added capabilities now found in all paid editions. To name just a few: Wide format, five-tier click charges, support for RISO and Xante presses, and market pricing. Except for the tiered click charges (without which there would be no market pricing), updates are still managed hands-off by the setup file. However, reverse-engineering five click rates from just one is too much to ask of the robots. Getting it wrong could decimate your sales if the new pricing is too high, or wipe out your profits if it's too low.

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Converting that single click rate to five has been a huge challenge from day one. New users are easy because there's nothing to convert. We're entering virgin territory. Existing installations are more like a vegetable garden. Here we could easily be trampling all over somebody's carefully cultivated pricing structure. This one kept me up at night. I knew we couldn't make drastic changes regardless of the cautionary *"But First"* link in the Read Me file. Nobody ever reads those things anyway until the carnage is well underway.

Late in 2017 we found the solution, a fairly elegant one at that. New installations would continue to emerge with market prices. But updates would extract the press factors from the earlier version and import those values into the update. Nothing new about that, it's common practice. What's unusual is that the single click rate from the earlier version is being loaded into *all five* V17.1 tiers, keeping the update essentially a one-tier program. That hardly looks like progress, more like a step back. And it would be if we hadn't added our 'Aha' ingredient - the ability to go online and look up the press factors at www.printfire.com/priceguide.html that will give you market pricing.

You now have a choice: Stay with Cost-Plus; forget about market pricing altogether and keep Morning Flight a one-tier program. That's likely to still hurt your sales (orders you're *already* not getting because some of your quotes are overpriced), and lower your profits (orders you *are* getting but at too low a price which most customers are savvy enough to not be telling you).

Or, move ahead slow and measured, one step at a time. Where you feel comfortable, gradually inch your press rates to what we publish on our website. That's the path I would take if I still owned the Unitac print shop. One of the unseen benefits of version 17.1 is the built-in market price guide for digital and wide format. We've spent a lot of time and money to bring you that, and it would be a shame to not take advantage of it.

The Fast Track

- Take a picture or a screen capture, or write on a slip of paper your digital press rates in the old version, the one you're using now. Hourly rates (front and back) and click charges (1C and 4C) are the values you want to preserve. If you added presses, save the rates for those presses, too.
- Take a picture or a screen capture, or write on a slip of paper your paper markups as displayed in ***My Store.***

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- Make sure you have printouts of estimates and job tickets for your most common digital work, priced with the old version.
- Back up your Morning Flight data files (files with the extension TPS). The location of those files will depend on your operating system and whether you have disabled Windows UAC Virtualization.
- Install the V17.1 update into the folder from which you're running the old version (C:\Program Files\PrintFire\MorningFlight by default). When the new version has loaded, go to ***My Shop*** and double-click the 4C digital press. If all has gone well, you should see something similar to the screen below. I say *should* because with MS Windows and UAC and compatibility files you're never sure. Doesn't matter. If the update does somehow install the new market price defaults but you want your old single click charge back, enter it manually into all five tiers, using the values you wrote down on that slip of paper.

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The Slow Road

- Save the setup.exe you downloaded from the Morning Flight Shop. We don't limit how often you can install updates.
- For a week or two, install the new version into a folder that's different from the folder holding your old version. You could even install it on a flash drive.
- Keep generating your estimates and orders on the old version, but at the same time experiment with the pricing of V17.1 (hourly rates, click charges and paper markups) until you have a set of numbers you can live with.
- When you're done experimenting, save those numbers on a slip of paper.
- Back up the data files of your old version, then install the V17.1 update into the old version folder.
- Manually update the digital presses and paper markups of the just updated program, using the numbers you saved on the slip of paper.

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Hourly Rate and Tiered Click Charge Defaults

January 2018

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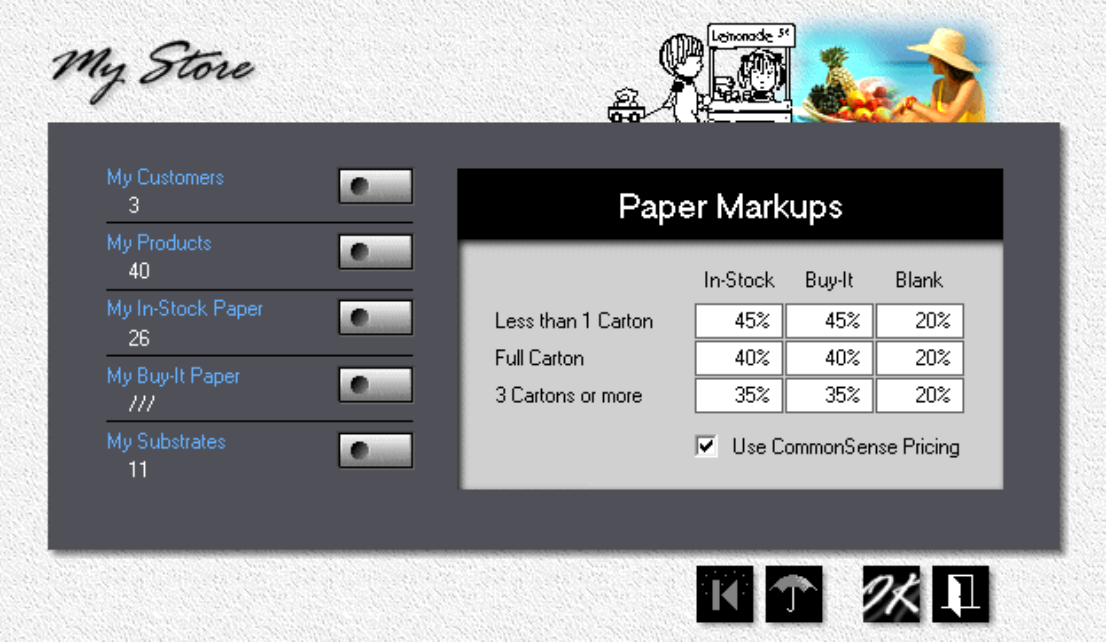
Paper Markup Defaults

January 2018



See also Backing up your Data Before you dive in

* *You did write down your old hourly press rates and click charges, didn't you? Not to worry. You can reconstruct those values from an old quote or time sheet. In the example below, the hourly rate for digital black was $90.00 ($15.04 x 60 divided by 10 minutes), and the click charge was three cents ($30.96 divided by 1,000).*

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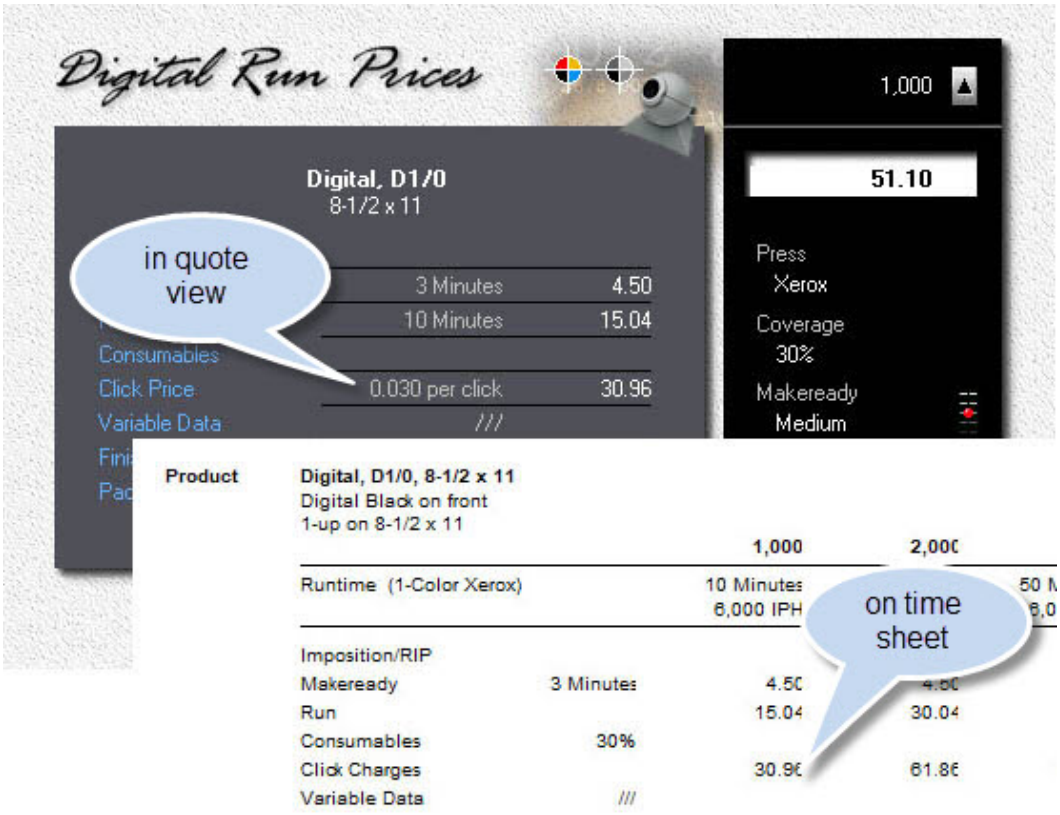

2.3 Backing up your Data

Personal computers have become so reliable that it's easy to get complacent about backing up your files. In reality, catastrophic data loss, either because your hard drive crashed or you accidentally deleted something you hadn't intended to, is never a question of *if* but *when.* And when it does happen, *and it will,* reconstructing the information is

- child's play if you remembered to back it up,
- a mind-numbing chore even if you do have it on paper,
- a nightmare if it vanished into thin air.

With flash drives now selling for the price of three Big Macs and a bucket of KFC chicken, please back up your Morning Flight data files. Religiously. We may be able to help with a corrupted file. Nobody can help you if your file is en route to another galaxy.

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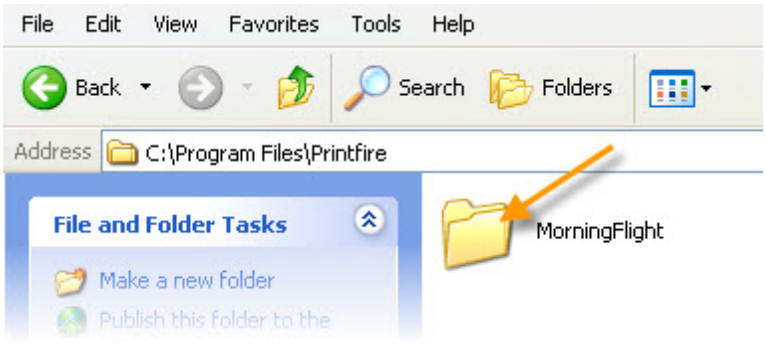
How to back up

Let's start with *how not to.* Backing up to a drive on the same computer is like trying to protect your good china from earthquakes by moving the cabinet into the next room. Backing up to an *external* drive is a step in the right direction but also not far enough. Your irreplaceable data is still in the same house, at risk from fires, floods, meteorites.

A better solution is to keep one flash drive off-site, and another plugged into the computer. Keep it *one-button easy,* or else you're not going to back up often enough. Now and then, archive everything to DVD. When disaster strikes, even a month-old backup is better than no backup at all.

What to back up under XP

Theoretically, the only thing you need to back up are your Morning Flight data files. You can always reinstall the program by downloading a new setup file. But because the application itself has such a small footprint (less than 16MB), the quickest and safest way is to simply back up the entire "MorningFlight" folder.



What to back up under Windows 7, 8, 10, and Vista

If you installed Morning Flight ***outside*** the "Program Files" folder or have disabled Windows UAC Virtualization, the procedure is the same as the one for XP. However, if you installed Morning Flight into the recommended path ***inside*** the Program Files folder (C:\Program Files\Printfire\MorningFlight by default) and you're running it with

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UAC enabled, backing up the Morning Flight folder would be pointless. That's because the files that need backing up aren't there. The operating system has taken it upon itself to relocate them all to the Compatibility Files folder.

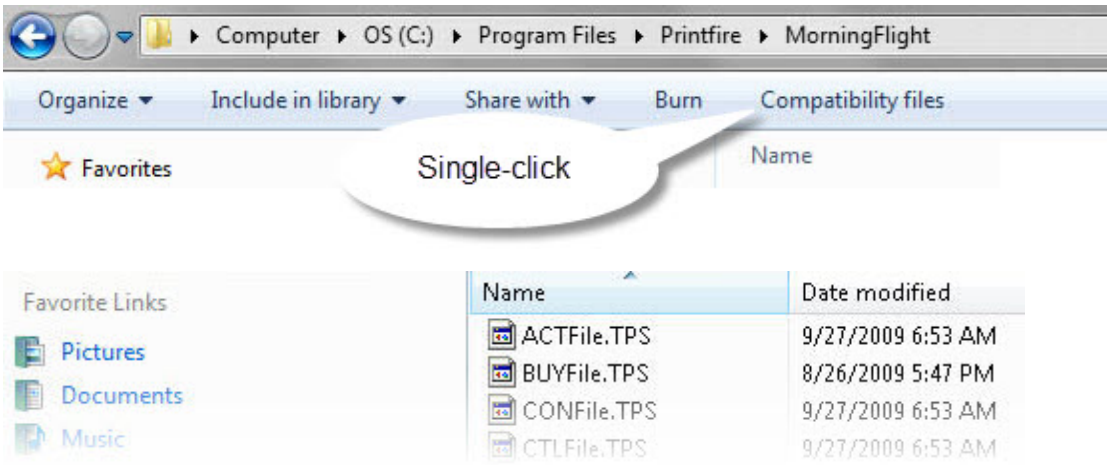
Some Background

There is a fair amount of confusion over UAC, which has gained notoriety for annoying the user with constant permission prompts. That's something we'll learn to live with. Security usually comes with a price tag. Look no further than the long check-in lines at airports.

More insidious is a new UAC feature called Virtualization. The idea is to accommodate applications that write to files in protected directories. "C:/Program Files" is such a directory. This is so common that Microsoft felt it necessary to devise a mechanism that redirects the write operation to a user-specific location. The application thinks it's writing to the main Program Files directory, but in reality a file gets written to a second Program Files directory in each user's Virtual Store.

Windows 7

So far, so good. In Windows 7, the Morning Flight data files become readily visible when you open the Morning Flight folder, then single-click 'Compatibility files'.



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Windows 8 and 10

Comes now Windows 8 and 10, where the Compatibility files link has apparently gone the way of the Start button. The folder is still there, but Microsoft thought it best to hide it from us. We're happy they didn't move it. The virtual store is in the same place in Windows 8 and 10 as it is in Windows 7.

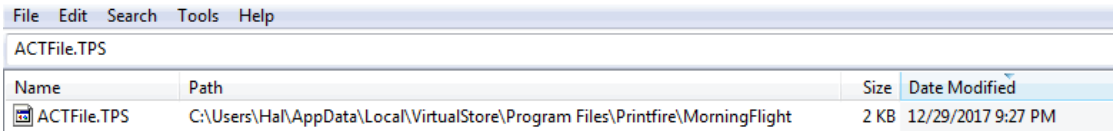
> Note:
> *If UAC (User Access Control) is turned off, the data files will be in the same folder as the Morning Flight .exe file (MFlightP.exe for the Passport Edition, MFlightG.exe for the Gold, etc.)*

To locate the Morning Flight data files in Windows 8 and 10, navigate to the Compatibility Files folder as follows:

32 bits: C:\Users\User\AppData\Local\VirtualStore\Program Files\Printfire\MorningFlight

64 bits: C:\Users\User\AppData\Local\VirtualStore\Program Files (x86)\Printfire\MorningFlight

If you're unsure about how to get there, download *'Search Everything,'* a free and indispensable utility from Voidtools. Ask it to find "ACTFile.TPS" for you. The first time you use the program, it will take a minute or two to index. Subsequent searches will be much quicker.



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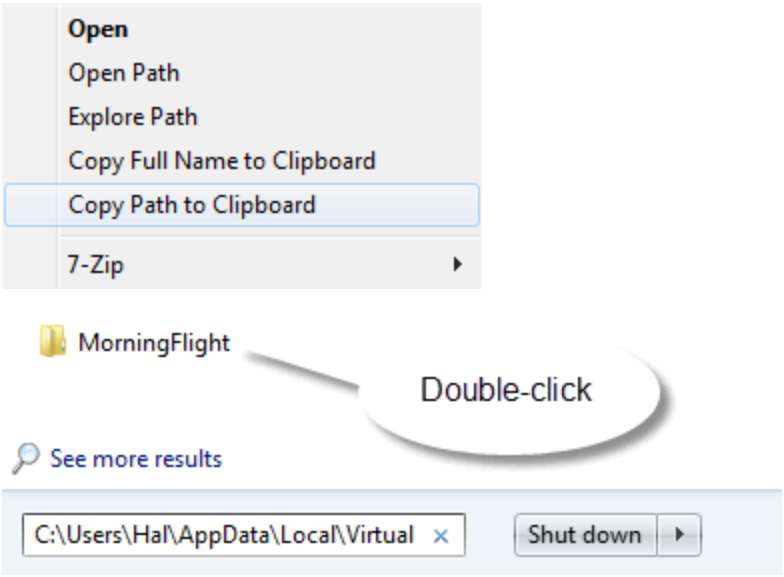

- Right-click ACTFile.TPS in *Search Everything,* then select 'Copy Path to Clipboard'
- Paste the path into the Windows search box and press Enter
- The search results will show as 'MorningFlight' (the Compatibility Files folder)
- Double-click it to open the folder

Backing up - Step by Step

First, open the "Compatibility Files" folder and select all the files in that folder. Those are the data files that need to be backed up at the end of each day. The files in the Morning Flight folder are static program files that don't really need backing up, but you may want to do so at least once. In an emergency, they can always be reinstalled from the setup file.

Note:
To copy all the compatibility files to the Windows Clipboard, hold down the Shift key and click on ACTFile.TPS. Then, without letting go of the Shift key, scroll down and click on the last file in the folder. All the files should now be highlighted. Release the Shift key and press Ctrl-C.

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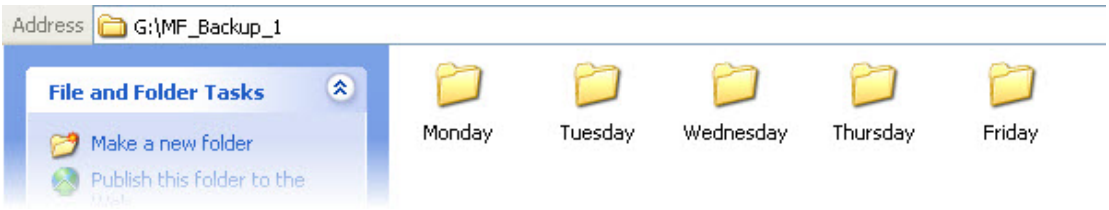

On both backup drives (the one you keep at home, and the one with your computer), create a separate folder for each workday. Before you shut down, copy the entire "MorningFlight" folder (for XP) or all the files in the "Compatibility Files" folder (for Windows 7, 8, 10 and Vista, if Morning Flight is installed in the Program Files path) into the folder of the day. Overwrite what's there from the previous week. The older a backup gets, the less useful it is.

At the end of the week, swap drives. On Friday evening, take the office drive home. On Monday morning, bring the home drive back to the office. Worst case scenario? Your surviving backup could be five days old. Even if your house burned down over the weekend and both drives went up in flames along with it, chances are, your original files would still be intact on your desktop at the office.

2.4 Running on a Network

While we don't officially support Morning Flight for use on a network, we're finding that most installations are run that way - either on a LAN or Microsoft Windows Server. The program has proven very robust in a networking environment. We've had no reports of broken files or problems with data integrity.

There are some caveats: No record locking or user accounts. Everyone will be logged in as the administrator. As the number of users grows beyond a few, the lack of record locking may become an issue. Without record locking, two or more users could have a customer record open at the same time, and all could make changes. Whoever updates the customer last gets the final change, overwriting any changes made by the others.

The main caveat will be speed. Lack of network performance is likely to become an issue when you have more than three or four clients. So before you buy, please download a free demo. If the demo works for you, any paid version will too.

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Setting Morning Flight up in a networking environment is a simple process. All that needs to be done are the following steps:

1. Install Morning Flight on a server or on a peer PC. It will default to C:\Program Files\PrintFire\MorningFlight. Make sure the program runs properly on that server.
2. Share the directory (folder) that Morning Flight is installed in.
3. Create a shortcut, on the client PC's desktop, to the executable. For instance, if you install the Silver Edition on Server-7 the shortcut would look like: "\\Server-7\c$\Program Files\Printfire\MorningFlight\MFlightS.exe" (include the quotes)

It would be preferable (but not necessary) to set up My World, My Shop, etc. on the server before running Morning Flight on the clients. Also, run Morning Flight on each client at least once to ensure that the administrator is not automatically logged in.

An alternate method is to share the MorningFlight folder and map a drive letter to it. For instance, if you map C:\Program Files\PrintFire\MorningFlight to G, the shortcut would be G:\MFPixel.exe for the Pixelblitz Edition, G:\MFlightG.exe for the Gold, G:\MFlightS.exe for the Silver, and so on.

Morning Flight on a Flash Drive

Want to use Morning Flight on multiple computers and keep your data private at the same time? Install the program on a flash drive and take it with you wherever you go. Make sure the drive is large enough to hold several years worth of data files. Flash drives have come way down in price, so start with at least eight gigabytes.

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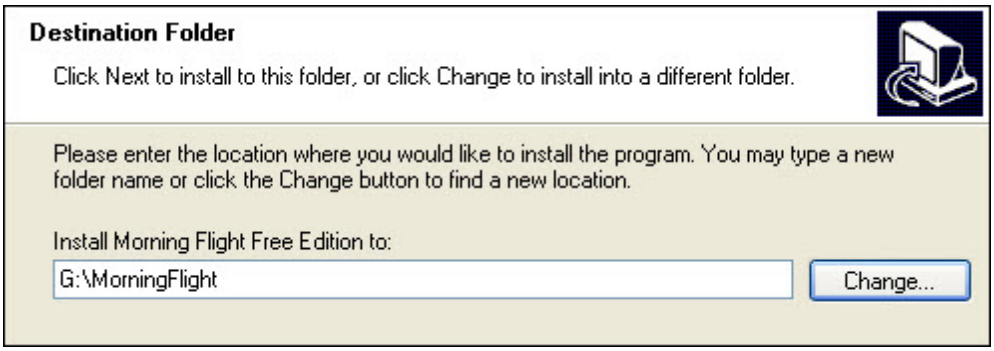
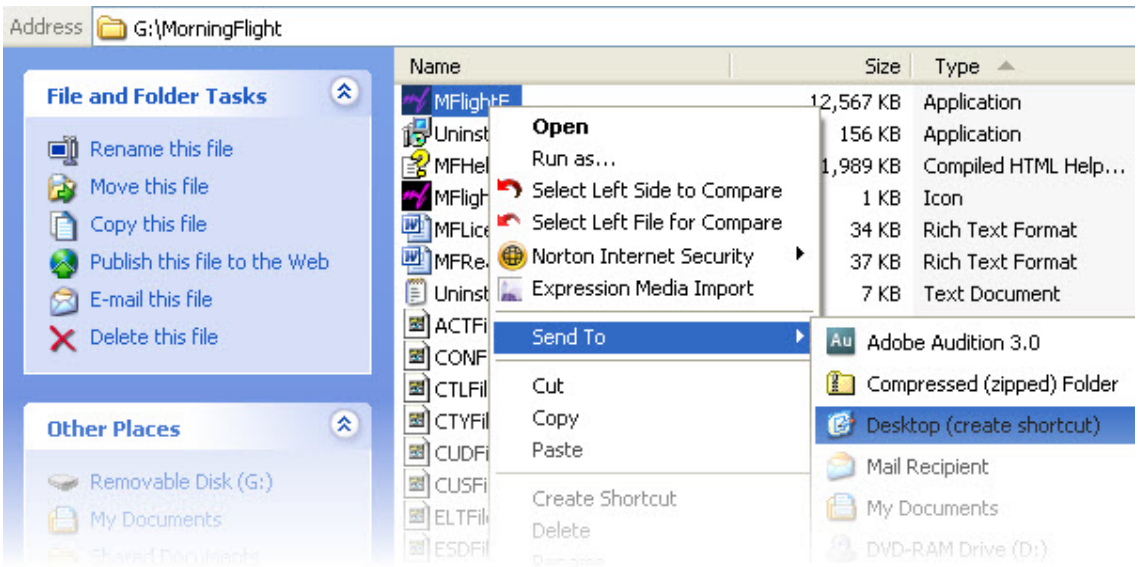
The reason flash drives work is because all Morning Flight programs are entirely self-contained. No dynamic link libraries (aka .dll Hell), no registry entries, no external black boxes of any kind. Even the data files generated by the program encapsulate all their dependent key and index files in a single .TPS file.

How to Install on a Flash Drive



- Install Morning Flight directly to a USB flash drive (not your C:\ drive).
- After the installation, create a shortcut to the application on your desktop.
- Remove the flash drive and plug it into the second computer.
- Create a shortcut on that computer's desktop as well.



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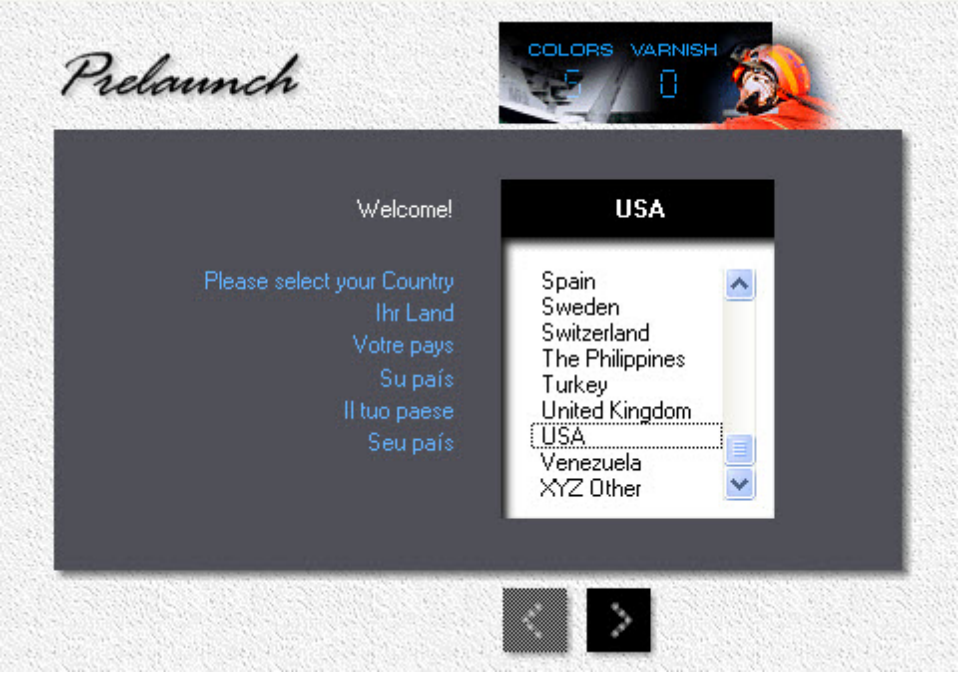
2.5 Prelaunch Questions



During the prelaunch interview, you answered a series of questions that defined your shop's profile. Here is what you were asked, and how you can now change your answers:

What is your Country?

- Click the ***My World*** button (or click ***File > My World***).
- Click the ***My Country*** button and select your country from the pick list. If your country is missing from the list, click the ***Add*** button to define it.

What is your Exchange Rate?

This applies exclusively to international users of Morning Flight. It's the only prelaunch setting that cannot be reset in a few simple steps.

Let's assume your country uses Euros, and the exchange rate when you installed Morning Flight was 0.80 to 1.00 (0.80 Euros = 1.00 U.S. Dollar). To revert back to

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U.S. Dollar prices you'll need to multiply every price and hourly rate you find in My Shop, and every paper price in My Store, by 1.25. Why 1.25? It's what you get when you divide one Dollar by your local currency, in this case 1:00 divided by 0.80.

Do you have an ...

Imagesetter
Camera

- Click the ***My Shop*** button (or click ***File > My Shop***).
- Click the ***Prepress*** button.
- Click the ***Film*** tab, then check ***Imagesetter*** if you have one, uncheck it if you don't.
- Do the same for ***Camera***.

Do you have a ...

2-Color Press
4-Color Press
Digital Press
B&W Copier
Color Copier

- Click the ***My Shop*** button (or click ***File > My Shop***).
- Check or uncheck presses and copiers, as appropriate.

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Note:

The One-Color offset press can't be unchecked. Morning Flight assumes that virtually every offset shop either has such a press, or at least offers one-color printing. "Digital Only" shops will happily ignore offset altogether.

When you uncheck the four-color offset press, you'll still be able to quote four-color. Unchecking the press merely takes it off-line and assigns all four-color runs to the two-color press, twice through. Unchecking a digital press or a copier, on the other hand, will prevent you from quoting the type of work associated with it. For one thing, you can't produce color copies on a black copier. And while there is often a good reason to run a one-color offset job on a two-color press (one-color press too small, too much ink coverage), making black copies on a color copier is almost always cost-prohibitive.

Describe your Offset Presses

- Click the ***My Shop*** button (or click ***File > My Shop***).
- Click the ***Presses*** button and select the press you want to work on from the pick list.
- Set the minimum and maximum sheet sizes.
- Check or uncheck the types of plates available for this press.

Who will administer Morning Flight?

- Click the ***My World*** button (or click ***File > My World***).
- Click the ***My Preferences*** button.
- Click the ***My Name*** button and enter the name and initials of the Program Administrator.

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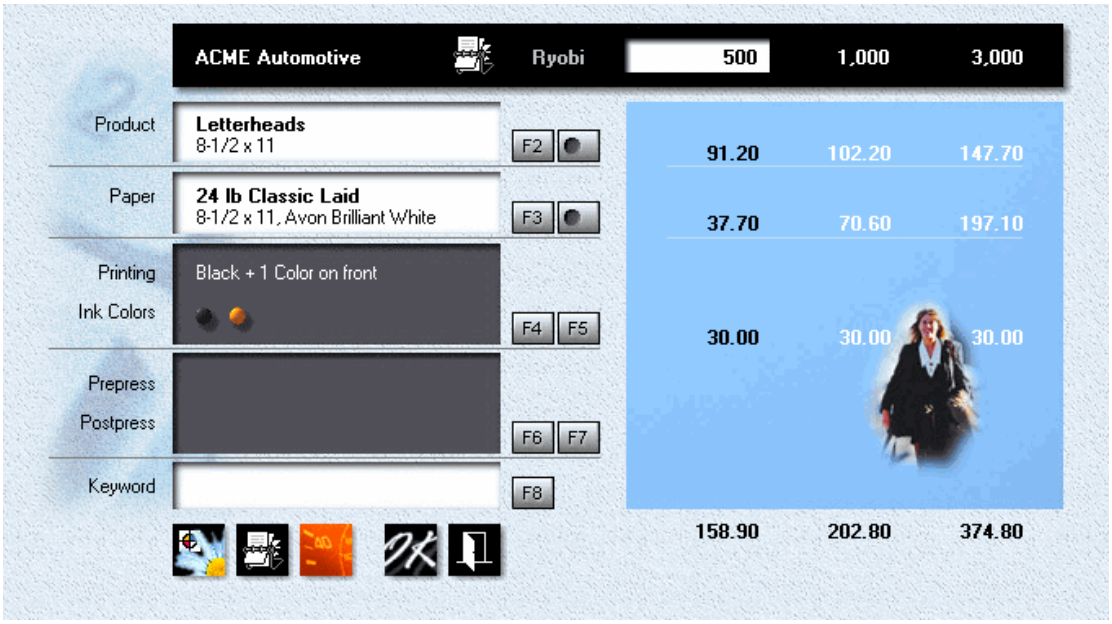
2.6 Your First Offset Quote

Time to jump in and get your feet wet. This topic describes how to quote a basic stationery package, printed by offset in two colors, using out-of-the-box Morning Flight prices.

Print Quote Window



Browse Customers
(in black panel on top) F11

Paste Ink Colors
(bottom row) F9

Import Quote for editing
(bottom row) F10

Set Quantities
(bottom row) F12

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Making the Letterhead Quote

From the main menu, click the ***Quote*** button, then click the ***F2*** button or press F2.

- Double-click ***Letterheads***.
- Back in the print quote window, click the ***F3*** button.
- Place the highlight bar over ***24 lb. Classic Laid, Avon Brilliant White***, then click OK.
- Back in the print quote window, click the ***F4*** button.
- Select ***Black plus Color***, then click OK.
- In the window that opens, enter PMS "109", then click OK.

Back in the print quote window, click the ***Quantities*** button or press F12.

- Enter 500, 1,000, and 3,000, then click OK.

No refresh button! All prices are instantly updated as you enter new data or make changes.

Saving the Quote

When you make a quote, Morning Flight doesn't ask who the customer is because all you may want is a price. But to save a quote, you'll need a tag of some sort to help you retrieve it. The customer's name will do, for now.

- While the print quote window is still open, click the Rolodex button in the black panel on top.
- Provided you haven't entered any customers yet, the window that opens will come up empty. Click the ***Add*** button, second from the left.

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First click the ***Text*** button to allow upper case entry, then enter "ACME Automotive" in the *Company* field and click OK.

- Click OK in the print quote window to save the quote.

Note:

To keep "John Smith" from being entered as "john smith" one day and as "JOHN SMITH" the next, Morning Flight converts all customer names and addresses to initial caps. If text formatting is ON, you can turn it off by clicking the text button before you enter a name or address.

See also: Formatting Text

Making the Envelope Quote

Assuming that the ink colors for the envelope are the same as the colors we've used for the letterhead, it's quicker and safer to copy them from the previous job than to re-enter them from scratch.

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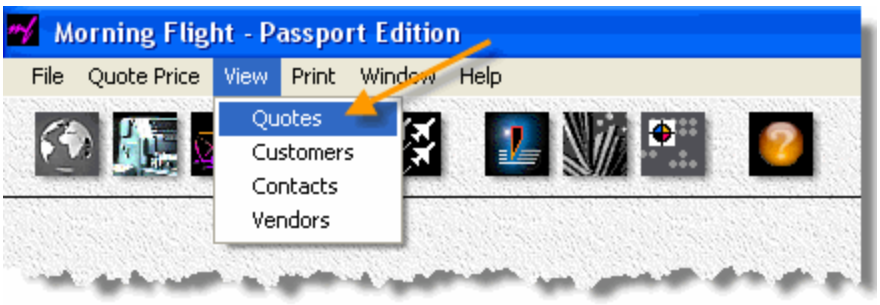
While the print quote window is still open, click the ***Paste Ink Colors*** button on the bottom row. Note how the run configuration changes from "Black ink on front" to "Black + 1 Color on front."

- Swipe the cursor over the gray ***Ink Colors*** panel. When the cursor turns into a camera, left-click to verify that the color we'll be using is PMS 109. Close the window.
- Still in the print quote window, click the ***F2*** button.
- First click ***Envelopes*** in the black panel on the right, then double-click ***Envelopes, Size 10*** in the browse box on the left.
- Back in the print quote window, click the ***F3*** button.
- Double-click ***24 lb. Classic Laid, Avon Brilliant White***.
- Click OK to save the quote, then close the print quote window.

Congratulations! Let's view the Results.



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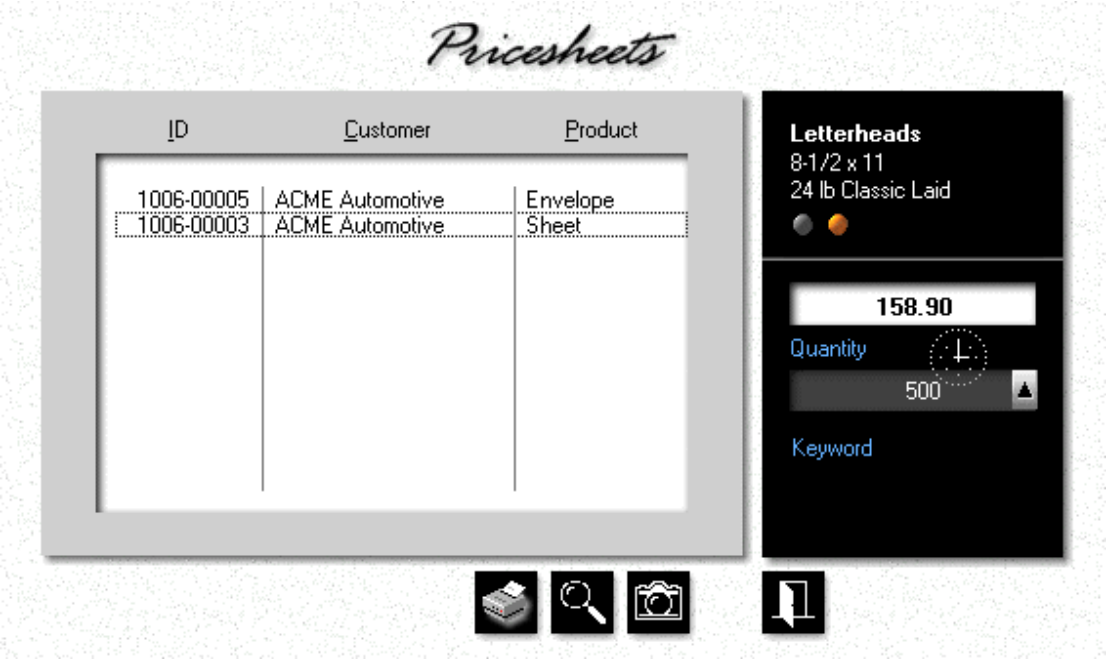

- From the main menu, select ***View > Quotes***.
- Place the highlight bar over ***ACME Automotive, Sheet***.
- Swipe the cursor over the black panel on the right. When the cursor turns into a ***Clock***, left-click. See how much paper is needed for the job, and how long it should take to print it. Close the print preview window.

Back in the view quotes window, click the ***Camera*** button. In the window that opens, swipe the cursor over the white ***Product*** panel on the left. When the cursor icon turns into a camera, left-click. Note the ease with which Morning Flight lets you drill down for an itemized list of run prices. Getting a detailed view of ***Paper*** costs is just as simple.

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Finally, click the ***Print*** button for a ***Print Preview*** of the price sheet.

Price Sheet

1006-00003

Customer ACME Automotive

			500	1,000	3,000
Product	Letterheads 8-1/2 x 11 Black + 1 Color on front 24 lb Classic Laid Avon Brilliant White		128.90	172.80	344.80
Ink	PMS 109	Chrome Yellow	30.00	30.00	30.00
	TOTAL PRICE		$158.90	$202.80	$374.80

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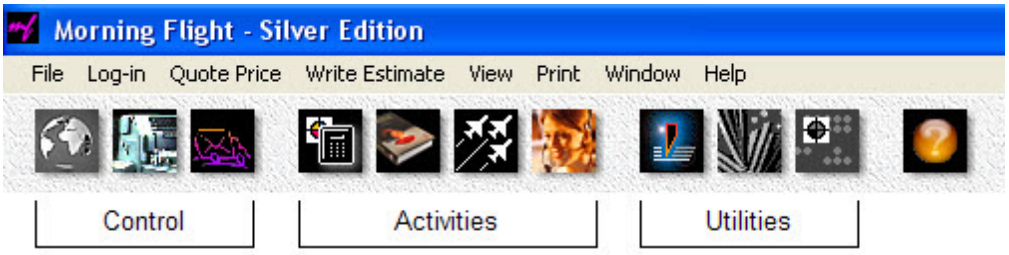
3 Preflight

3.1 Workspaces

This topic shows you how the program is structured. Grouped into three distinct workspaces, the Morning Flight desktop will be familiar to anyone who has ever worked in a print shop.



- The ***Control*** workspace is where you do your preflight. Here you enter costs and set parameters that will frame the quote and determine pricing.
- The ***Activities*** workspace, no surprise there, is where you create the quote.
- The ***Utilities*** workspace holds three power tools that can take the grunt work out of quoting special projects.

The Control Workspace

In ***My World*** you'll find a number of settings that you have already entered during prelaunch. Not asked during prelaunch was the name of your company, along with your personal preferences and the quantities you quote on most often.

In ***My Shop*** you enter your shop's profile and equipment data. It's also the place where you optimize run prices for your local market.

In ***My Store*** you keep track of your customers and maintain your products, ink, and paper. While the costs and hourly rates you set in *My Shop* generally control your

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run prices, costs and markups set in *My Store* will determine how much you charge for paper.

In ***My SkyStore*** you create and maintain your webstore products, your *'Sky Items.'*

The Activities Workspace

Your general ***Quote*** workspace, the button you'll use more than any other.

Your ***Booklet Quote*** workspace, for quoting booklets.

Jet-Entry Quotes, for working up prices while your customer is still on the phone.

The ***Estimate Writer***, for consolidating quotes into written estimates.

The Utilities Workspace

Morning Flight wouldn't be much of an estimating program if it didn't have run pricing, paper pricing, and paper cutting components built in. Those components form an integral part of its pricing engine and are tucked away under the hood, doing their work transparently.

In the **Utilities** workspace, you'll find stand-alone versions of all three to help you with special projects, quotes you just have to massage by hand and work out on paper. What makes these tools unique is that each can be converted from U.S.A. to ISO paper sizes, and from inches to millimeters, independent of the settings you're using for the main program.

Paper Cutter

Paper Pricer

Run Pricer

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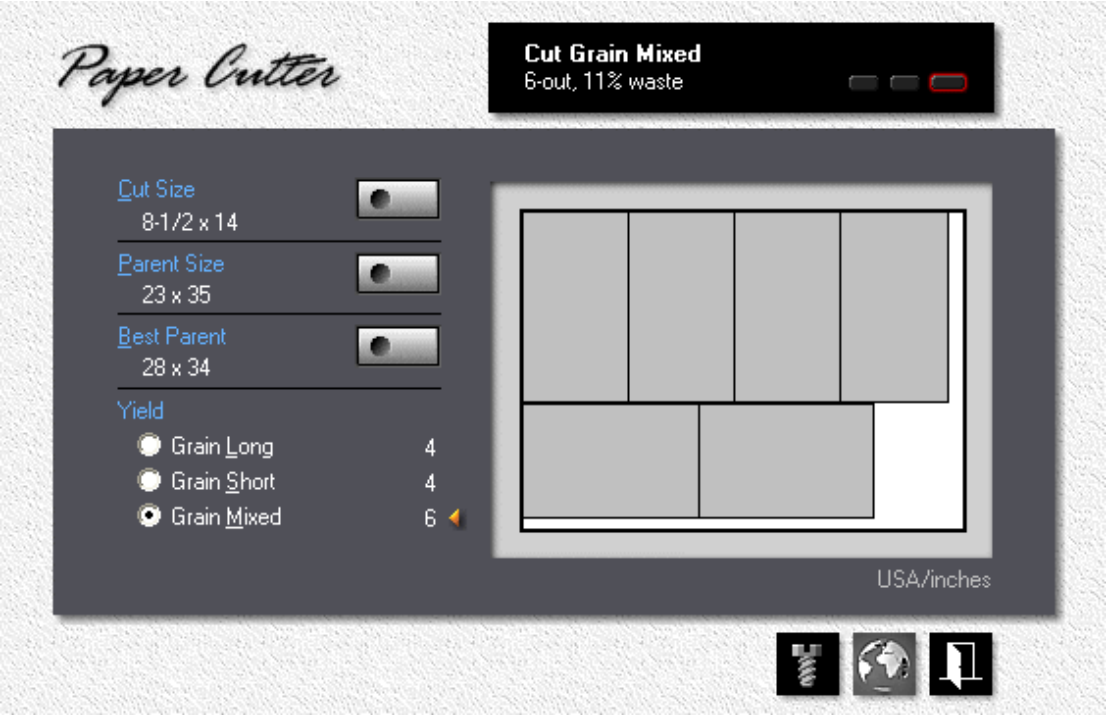

3.2 My World

Enabling Morning Flight to work abroad was never an afterthought - never a *maybe, someday* kind of thing. Global usefulness was embedded into its framework from the beginning. And it shows. It's why all Morning Flight products speak more than one language, and why even the Free Edition comes with a do-it-yourself translator.

But being able to understand and make yourself understood is only the most basic requirement. The program could be fluent in French and still be useless in France if it didn't know millimeters and ISO sizes and how to count Euros.

My World is that rarely visited cubicle in Morning Flight where you set the stage and define your environment.

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My Country

- To change your country, click the ***My Country*** button, then select from the list of available countries.
- If your country isn't listed, see ***International > Adding a Country*** on how to add your country.

My Company

- To enter your company's name, address, and contact information, press the ***My Company*** button.

My Preferences

- To change how you want the program to interact with you, press the ***My Preferences*** button and set your personal options.

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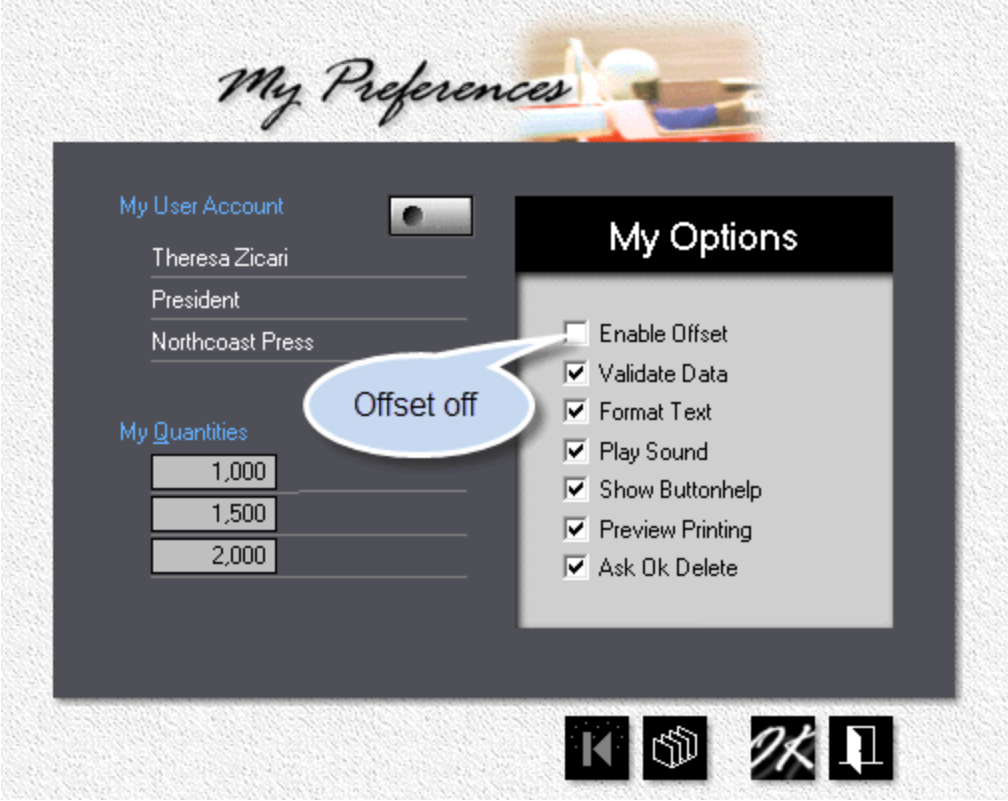
- To configure the program to work in either offset+digital mode or digital mode only, click ***Enable Offset.***
- To enter your name, title, and how your customers can get in touch with you, press the ***My Name*** button.
- ***My Quantities*** are the three quantities that will come up by default when you open the print quote window. Enter as the lowest quantity the quantity you find yourself quoting most often.

Note:

If your customers usually ask for a single quantity, keep the next two quantities within a sensible range - a quantity you might persuade them to order when they realize how much money they could be saving. But don't push it! Somebody who is looking to buy 1,000 letterheads is unlikely to step up to 5,000.



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3.3 My Shop

I think it was Winston Churchill who once admonished a member of Parliament to "get up, say what you have to say, and when you come to a sentence with a grammatical ending, sit down." Because much of the audience reading this topic will have ink running through their veins, I will gladly follow his advice:

My Shop is the control center in Morning Flight. It's where you set up presses and shop rates and packaging. And how much you charge for washups and pay for ink.

Sorry, Winston, I'll work on the grammar.

Presses

- To set hourly press rates, click charges, and sheet sizes, highlight the press, then click the ***Update*** button.

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- To take a press off-line, click the ***Presses*** button, highlight the press, then click the ***Delete*** button.

  Note:
  The one-color offset press can't be unchecked. Morning Flight assumes that virtually every offset shop either has such a press, or at least offers one-color printing.

  When you uncheck the four-color offset press, you'll still be able to quote four-color. Unchecking the press merely takes it off-line and assigns all four-color runs to the two-color press, twice through.

  Unchecking a digital press or copier, on the other hand, will prevent you from quoting the type of work associated with that machine (color copies don't look very colorful coming off a black copier).

3.4 My Store

Mention "Print Store" to printers and they'll tell you that printing is a service, not a product. And they work in a print shop, not a print store. That response, while predictable, is mildly ironic when you consider that the first mass-produced "product" on the planet was the Gutenberg Bible.

Historical footnotes aside, printing really is, for the most part, a service business. Books can legitimately be called products, but few printers publish books. They sell letterheads and catalog sheets and other made-to-order items. And a carton of flyers for ACME Construction is of no use whatsoever to ACME Builders, a point not lost on shop-lifters. Not many print jobs sneak out the door after midnight.

Since we already have My Shop, we'll call this My Store in Morning Flight. Not the brick and mortar kind, but a store in name only. My Store is where you keep track of your customers and manage your products, your paper, your inks.

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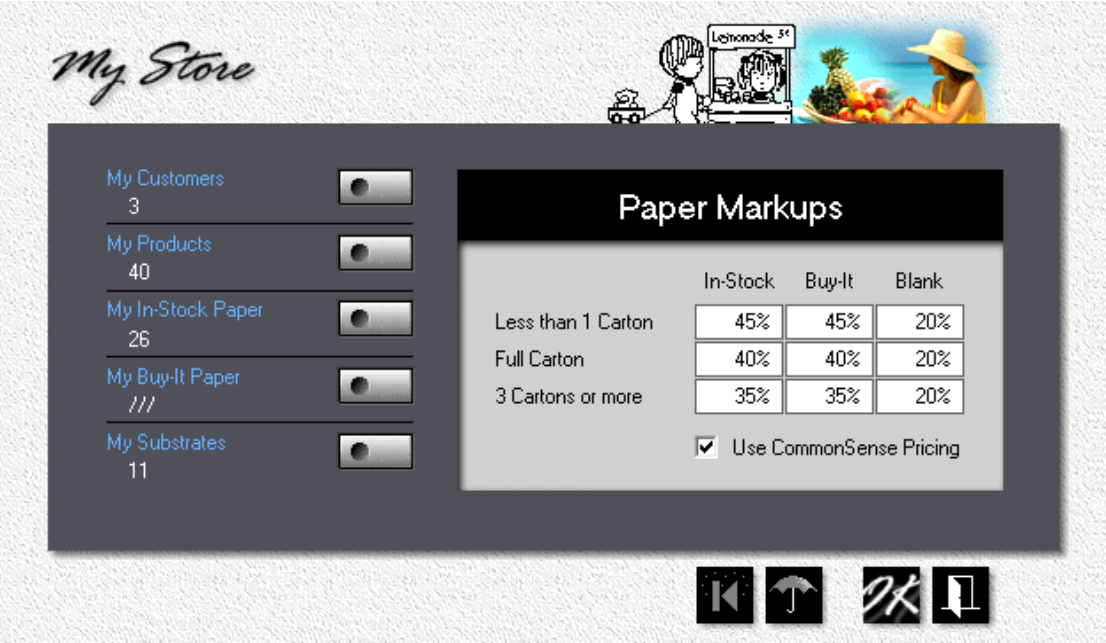

My Customers

- To add or update a customer, click the ***My Customers*** button.

Note:
When you need to add several customers all at once, go to File > Add Customers. There you'll find a bulk entry window that will make the process much quicker.

My Products

- To change a product or create a new one, click the ***My Products*** button.

Note:
When you add a new product, place the highlight bar over a product with properties similar to the one you're creating, before you click the Add button. That way the new product will inherit what's under the highlight bar.

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Paper Markups

- Paper markups are divided into quantity bracket rows and category columns. If you're estimating for an in-plant shop and want to eliminate markups altogether, click on the umbrella, then enter zero in all nine markup fields.
- What happens when you check ***CommonSense Pricing,*** the little box at the bottom of the *My Store* window? The program will jump quantity brackets whenever it makes sense to do so.

  Say a customer orders 4,500 letterheads. You're charging $18.00 per 1,000 sheets in the less than 5,000 sheet bracket, and $15.00 per 1,000 if the customer orders 5,000 sheets or more. With the box unchecked, the paper bill comes to $81.00 for 4,500 sheets. Had the customer ordered 5,000 letterheads, the bill would have been just $75.00. Turn on CommonSense Pricing, and Morning Flight will charge $75.00 instead of $81.00. The order quantity, of course, will still read 4,500.

3.5 Before you dive in

Oh, really!

Some estimating systems claim to know your market's sweet spot, the exact point at which your prices are low enough to keep and attract customers, yet still high enough to earn you a profit. Their manufacturers suggest you use these miracle systems straight out of the box, abandon the prices your customers have gotten used to, and step boldly into a more lucrative unknown. What works in Brooklyn, they say, will work in every state and hamlet in the country.

There's a bridge in Brooklyn you may want to keep an eye on, because what you'll be stepping into is not where, under the rosiest of circumstances, I would want to take bold steps.

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If you're just starting out

If your new shop is located in the United States, there's no reason not to start with out-of-the-box Morning Flight prices. They've been developed under real world conditions, have proven competitive as well as profitable, and are generally in line with the national average.

If you're already established

Here the rules change. Once you've built up a customer base and your business is well established, relying on someone else's pricing formula can just as easily break your company as make it. You've carved out a niche, mapped out your own playing field. That means your existing customers expect their next bill to be in the same ballpark. If you lower your prices you'll lower your profits, and it may or may not get you more business from your established base. Raise prices significantly all at once and you'll strain customer loyalties and jeopardize sales.

The only safe way to install a new estimating system in a running business is to first synchronize the prices generated by the software with the prices you're charging now, then make incremental fine adjustments, one at a time, until you're satisfied you've reached the best sales/profit ratio your market can give you.

What if you raised the prices of only those products that are noticeably out of step with the national average? No reason not to, especially if they're marginal items and not part of your bread and butter. But here, too, avoid sticker shock. Give your customers a chance to get acclimated.

3.6 Price Levels

Say Ollie ...*

... why don't we offer different price levels in Morning Flight, like those found in the *Crouser Guides?*

Fair question. The short answer would be that I disagree with it on strategic grounds. That would be true, but the reasons go much deeper than that.

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However, let's start with why it isn't good pricing strategy. One of the quickest ways to lose a customer is to price 1,000 of that customer's letterheads at $50 last month (level three), at $40 today (level two), and at $60 next month (level four). If a temporary slowdown forces a price reduction (or a sudden influx of orders lets you raise your prices to make up for those reductions), there is an easy way to do that in Morning Flight: Adjust hourly press rates.

The problem with price levels is that they're too broad, too much of a shotgun-type remedy. On some jobs, switching from level three to level two may merely lower your profits. On others, it will mean you're selling below cost. Adjusting hourly press rates is just as broad and no better that way. That's why Morning Flight offers a more targeted approach. Here, price adjustments are linked to individual customers.

More reasons against

- ***Ease of Use***. Morning Flight is designed to let office staff handle the low end quotes, freeing the shop's owner to tend to the heavy lifting. Price levels would put that at risk. Rolling the dice by picking a level at random is probably not the sort of thing you'd want to entrust to cousin Mel. Customer-by-Customer adjustments, on the other hand, can be preset to good effect by the owner/manager.
- ***The Internet***. Somewhere down the road, you'll have a web site that offers your customers unattended, 24/7 pricing. When that happens, price levels - and most price adjustments - will become untenable and go flying out the window.

* *For the benefit of readers unfamiliar with the antics of Laurel and Hardy, Stan, the skinny one, would always open his seemingly clever but inevitably disastrous proposals to Oliver with "Say Ollie, why don't we ..."*

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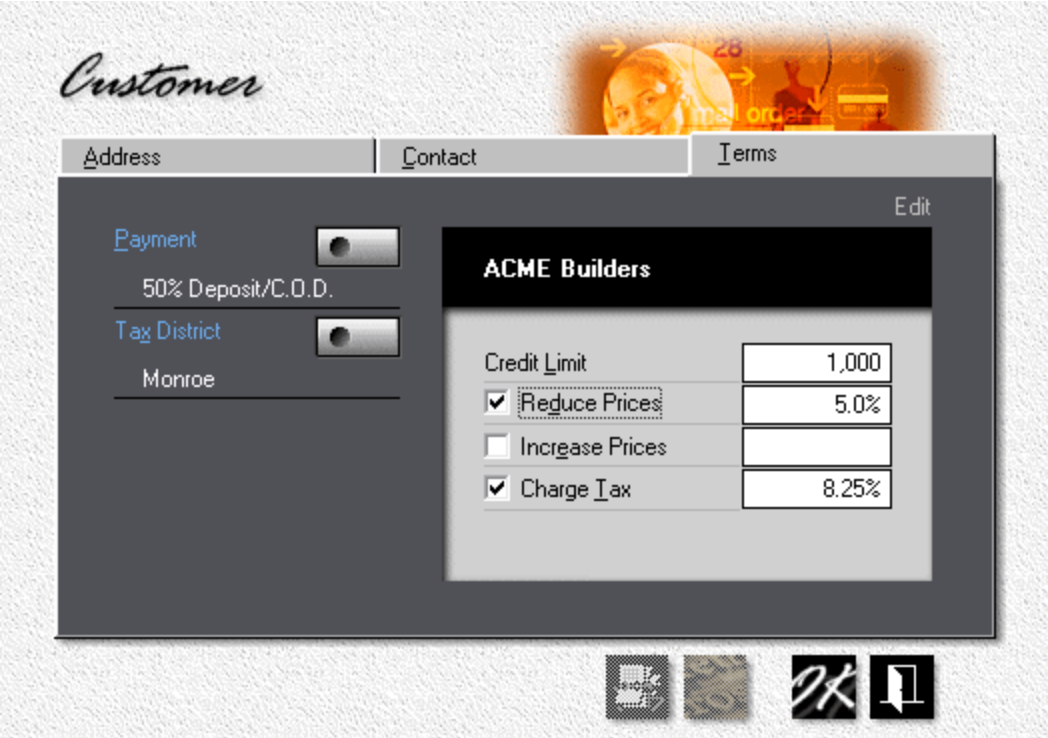

Step by Step

1. Click the ***My Store*** button, then click ***My Customers***.
2. Double-click the customer to open the customer entry window, then click ***Terms***.
3. Enter either the courtesy ***Discount*** you want to extend to this customer, or the aggravation ***Surcharge*** you've finally decided to collect for the constant high-maintenance VIP treatment.
4. Click OK.

Note:

On quote sheets, discounts and surcharges are factored into the cost of the product. By contrast, price sheets and time sheets always reflect the actual prices calculated by Morning Flight. Quote sheets may look the same as price sheets, but if the customer is subject to a price adjustment, prices on the two sheets will be different.

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3.7 Press-based Pricing

Here is an e-mail we received from a printer in Connecticut, reflecting real-world conditions in a shop that wasn't built yesterday. It brightened our day to read those heady comments:

"First let me take the opportunity to say how great I think your product is, job well done. I look forward to being able to purchase the complete program for your surprisingly inexpensively stated price of $285 US. Will it be possible to add additional presses? For example, my shop has three single color presses:

- a small format Multi
- a mid-size 17.5 x 22.5
- a larger 23 x 29

I also have a cylinder letterpress used for not only designer-friendly letterpress work but also some simple die-cutting."

Thank you, David. If there is a configuration that will throw a gale-force headwind into Morning Flight's flight plan, this has to be it: Four presses, all single-color, with separate run prices calculated for each. We can safely assume those run prices are all based on Budgeted Hourly Rates. Printing is what printing is - one of the last remaining industries where BHR's still dominate.

Before we tailor the program for David's presses, let's look at what we're up against. When a company installs a new estimating system, the natural tendency is to try to configure that system to the way estimating was done before - to simply automate the manual process. Quick Copy shops generally lean more toward price-book estimating (*Counter Price Lists, Crouser Guides,* prices governed by what the market will bear), while traditional printers favor press-based, cost-plus methods (*Budgeted Hourly Rates,* where prices are based on the press used for the job). Morning Flight can accommodate both but is a more "instant" fit for Quick Copy estimators.

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Making it work in Connecticut

Let's assume David is comfortable with press-based, cost-plus estimating and just wants to do it quicker, easier, and without paper and pencil. He's using three offset presses, the exact number even the Free Edition includes straight out of the box. We can simply edit those without adding presses, so lets start with that.

1. From the main menu, click the ***My Shop*** button.
2. In the press selection panel, double-click ***Ryobi*** 2-Color Offset.
3. Press the ***Colors*** button and reduce the press configuration from two print heads to one, then match minimum and maximum sheet sizes to David's 17.5 x 22.5" mid-size.
4. Close the press update window.
5. Do the same for the ***GTO*** 4-Color Offset, but with the maximum sheet size set to 23 x 29".

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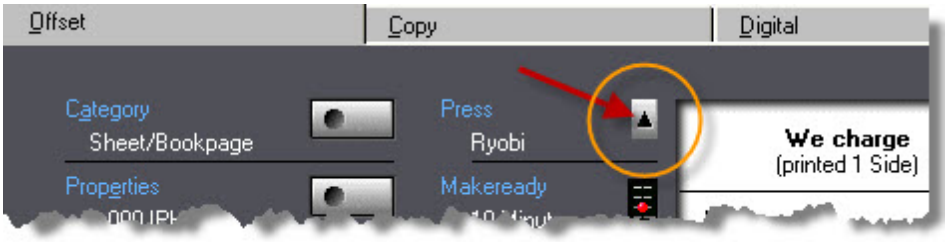
Selecting the right Press for the Job

Matching Morning Flight's built-in presses to the Connecticut shop's profile is only half the solution. What David still needs is the ability to override Morning Flight's automatic press selection and hand-pick any press when making quotes or entering orders. Fortunately, that ability comes as standard equipment in all paid versions, from the Passport Edition on up.



One final point: Morning Flight is product-centric at heart. Before you convert to purely press-based estimating, spend some time evaluating the program's standard pricing model. It could easily be the better choice for most of your printing. Don't forget, you can always select one pricing method over the other at runtime.

The Case against Press-based Estimating

Leaving aside the merits of market-based versus cost-plus estimating, here is what I'm absolutely convinced of: ***When people go to buy grass seed, it's not the seed they care about. What they care about is their grass.***

Printers love to show off their new acquisitions ... and buyers couldn't be more indifferent. Need proof? See if you can remember the last time you took your car in for service, then asked which machine they performed the tune-up on. Never happens! In today's "hurry-up" world, your customers have neither the time nor the curiosity to be impressed by that fancy new inkenspritzer you ran their letterheads on. They'll look right past it. What matters to them are the results delivered to their office. And they'll get vocal when a $100 letterhead you ran last month on a Multi suddenly costs $150 coming off the Heidelberg because the Multi was out of commission. Once you agree with that, the product-centric ways of Morning Flight will look like a very good fit.

Looking to the future, here is something else we need to consider. Some day soon, your customers will expect to find prices on your website 24/7, and when that day

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arrives, the press you ultimately run the job on is no longer a factor. That will leave the product, not the press, as the price maker. Estimates coming off the internet will by nature revolve around the product, and Morning Flight is just ahead of the curve.

Custom, case-by-case pricing will always have a place in large printing firms. No one with any sense would use a price list, or even a pushbutton computer estimating program like Morning Flight, to quote a million+ run. But in smaller shops, consistent pricing is the key to keeping customers (and shop owners) happy, and that's where Morning Flight's product-based pricing strategy excels.

What about the Letterpress ...

Ah, yes, the letterpress. We still need to find a corner for that "cylinder letterpress used for designer-friendly letterpress work." In the Silver, Pixelblitz, and Gold Editions (as well as the new Skypricer), letterpress can be quoted as merchandise. The die-cutting part, of course, can be treated as postpress.

3.8 Adding more Presses

Morning Flight already has three built-in offset presses, one each for 1-color, 2-color, and 4-color. With that in mind, do you really need more presses? It depends. If you think it's Ok to sell 500 flyers you printed for ACME Electric at the same price as 500 same-spec flyers you printed for the Garden Factory, then no, you don't need more presses. Not for estimating. For production, maybe, but not for estimating.

On the other hand, if all of the following conditions are true:

- You actually have more than three presses,
- You price each job based on the press you'll run it on,
- You use a different hourly rate for every press you have,

then yes, you *will* need more presses in your estimating program, one for each press sitting on your shop floor. You'll also need one of the paid editions of Morning Flight. Any edition will do, even the $85.00 Passport. Having a press in the program for each press in the shop is the nature of the game for Cost-Plus estimating with Budgeted Hourly Rates (BHRs).

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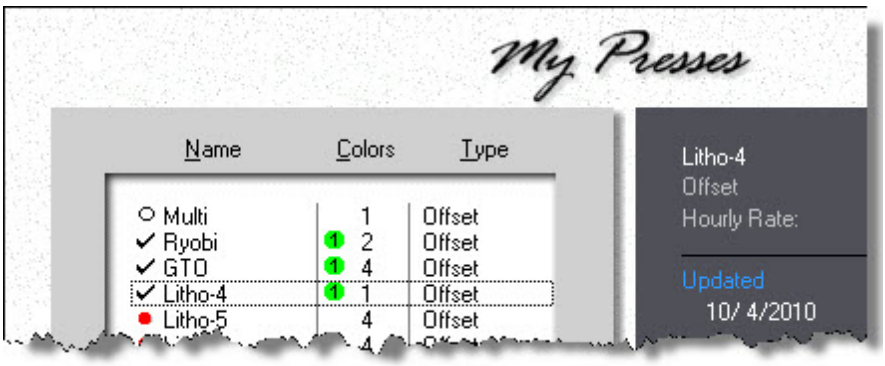
The mechanics of adding a new press are simple enough. Just click a few buttons and match the specs. And, once you've figured out the Budgeted Hourly Rate, so is integrating the new press into your estimating. The only real chore is calculating that BHR.

The Pushing a Button Part

Here is how to add a new offset press in Morning Flight:



1. From the main menu, click the ***My Shop*** button.
2. Click the ***Presses*** button, then highlight the fourth press (Litho-4).
3. Click the ***Check*** button to activate it.
4. With the press still highlighted, double-click Litho-4, then enter the press specs and hourly rate.

Setting up a Cost Center

Once you've added the press, the first thing you'll need to do is set up a separate cost center for it.

Note:

Because Budgeted Hourly Rates include a profit percentage (as opposed to Budgeted Hourly Costs which do not), it's tempting to think of the new press as a profit center. It isn't. Peter Drucker originally coined that term around 1945 but

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quickly recanted, calling it "one of the biggest mistakes I've made." He now says there are only cost centers within a business, and "the only profit center is a customer whose check hasn't bounced." Tongue-in-cheek but close enough to the truth nonetheless.

Within that cost center you'll have to calculate four different elements:

1. Total annual equipment costs.
2. Total direct and indirect labor costs.
3. Allocated overhead costs.
4. A markup percentage for profit.

If you're unfamiliar with BHRs and how to develop them, find an early edition of "Printing Estimating" by Philip K. Ruggles. Current editions are pricey, but older versions are still available at Amazon and other booksellers at a fraction of the cover price. The chapter on calculating BHRs hasn't gotten shorter over the years. It still spans 50-plus pages!

The new Press in Practice

Let's say the new press is a 25 x 38" 1-color Komori and you've kept the three built-in presses as your primaries. Three things are now immediately available to you without further action on your part:

1. You can enter a 25 x 38" press sheet, previously blocked because you didn't have a press big enough. The program will automatically select the Komori since it's the only press able to accommodate 25 x 38".
2. You can override the built-in 2-color (or any other press designated as your primary 2-color) and assign a 2-color job to the Komori, twice through. Maybe your primary 2-color can't handle the ink coverage.
3. If your 1-color work is mostly x-up on large sheets, you can make the Komori your primary 1-color.

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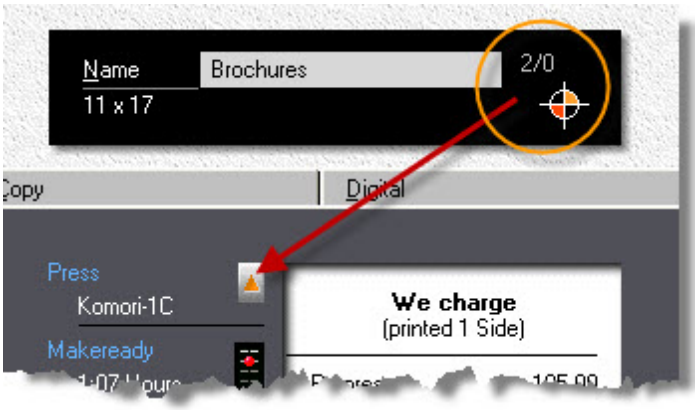

What's a Primary?

A primary press is what the program selects by default when you create a quote or enter an order. In that sense, a primary press behaves much like a primary product. You can designate any offset press as your primary for 1-color, 2-color, or 4-color. Or, designate a single press as your primary for all three.

Say you add a new press and make that press your primary for 1-color, replacing the built-in Multi. Morning Flight will now select the new press instead of the Multi for all 1-color work. You can still hand-pick the Multi, but your new press will come up as the default.

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Things you can't do

Just a couple. First, you can't add a new press, then deactivate a built-in press with the same number of print heads. The three built-in presses always take precedence. That shouldn't be a problem. Customize the built-in press before trying to define a new one. Second, you can't deactivate a press you've designated as a primary. Easy solution: First undesignate the old press, then take it off line.

I probably shouldn't have to answer the next question, but somebody is bound to ask. How do you undesignate a 2-color primary? By making another press your 2-color primary.

3.9 The Virtual Press

In Morning Flight's magical kingdom of make-believe, all offset printers are given three presses: a one-color, a two-color, and a four-color. Three presses exactly. No more, no less.

Quick show of hands, how many small offset shops fit that mold and have that range of equipment? A one-color press with a T-head, usually. A two-color press drafted into service for the occasional four-color run, maybe. In the real world, few small shops can afford a million-dollar Heidelberg.

So what is a virtual press, and why do you need one? In a nutshell, a virtual press is an imaginary clone of a real press you have in your shop. The two share physical characteristics, but on the virtual press you use a different hourly rate. And often, different plates as well. That's the main reason for having it. Same press, different type of work, different pricing.

Case in Point

Say you operate a single, solitary press in your shop, a two-color Ryobi. Your full-time employee prints one-color and two-color work during the day. Now and then, a more qualified (and higher-salaried) moonlighter comes in after hours to run four-color process. Again, same Ryobi, different hourly rate, different pricing.

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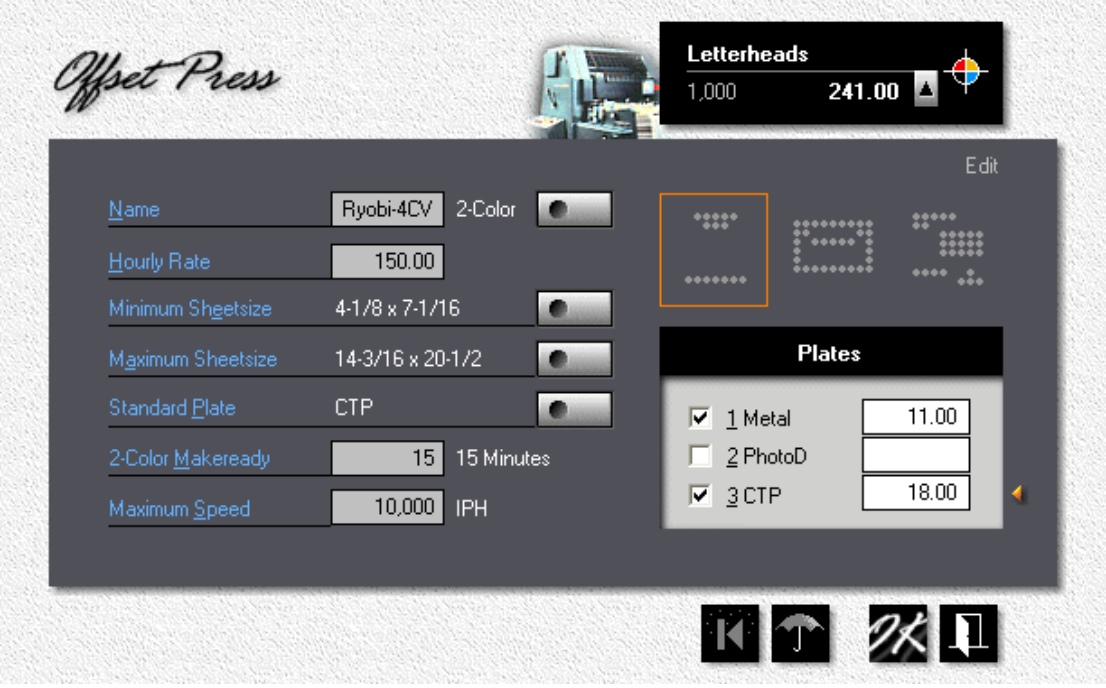
Of course, if do you have the three presses Morning Flight wants you to have, then virtual presses never enter the picture. All of your presses will be real. On the flip side, if you're a broker and outsource all your work, all three of your presses will be virtual. This isn't rocket science. Just a business model, a logical way to help you structure your pricing.

How to set up a Virtual Press

Using the example above, let's assume you accepted the defaults and had Morning Flight set up a one-color Multi, a two-color Ryobi, and a four-color GTO during the prelaunch interview. You don't actually own a GTO, the interview was weeks ago, and today you decide to set up a four-color virtual version of your "real" two-color Ryobi in place of the nonexistent, phantom GTO.



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Step by Step

Click the ***My Shop*** button, then the ***Presses*** button. Double-click ***Ryobi*** 2-Color Offset. Write down the sheet sizes, plate prices, makeready, and maximum speed you see in the press update window. Close the window.

- Back in the press selection window, double-click ***GTO*** 4-Color Offset.
- Change the ***Name*** to Ryobi-4CV.
- Press the ***Color*** button and select "2-Color" to reduce the press configuration from four print heads to two.
- Change sheet sizes, plate prices, and maximum speed to what you wrote down in step 1. Uncheck any plates that can't be used for four-color process.
- Cut the ***Makeready*** you used for the four-head GTO in half. You're now setting up two print heads at a time instead of four. The program will automatically compensate, depending on whether you're printing a 2-color job once through, or a 4-color job through twice.
- Adjust the ***Hourly Rate*** until the prices displayed in the black panel are what you want to charge for 4-color process. When you're done, click OK.

Note:

Run prices shown in the black panel are different for the three base presses predefined by the program than they are for the rest. The base 2-color press always displays 2-color prices, and the base 4-color press always 4-color process, regardless of whether the press is real or virtual, or whether a 4-color job has to be run through twice because the press has only two print heads. That's to make it easier to match up your run prices to what you want to charge your customers.

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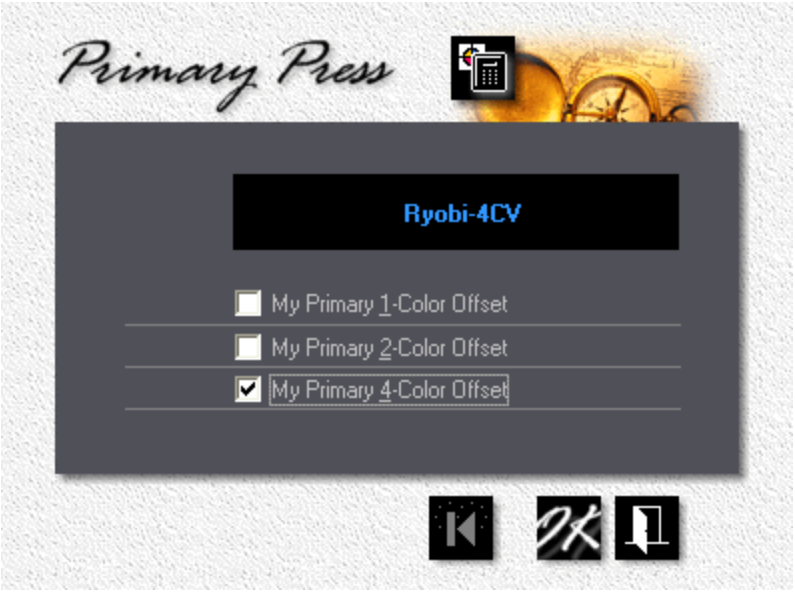
In contrast, run prices displayed for presses you define yourself do reflect the number of print heads. If you configured the press with a single print head, the prices in the black panel will be for one color. Use the color of register mark as your guide.

Back in the press selection window, and with the Ryobi-4CV still highlighted, click the green number 1 button. Make sure the Ryobi-4CV is your primary press for four-color offset.



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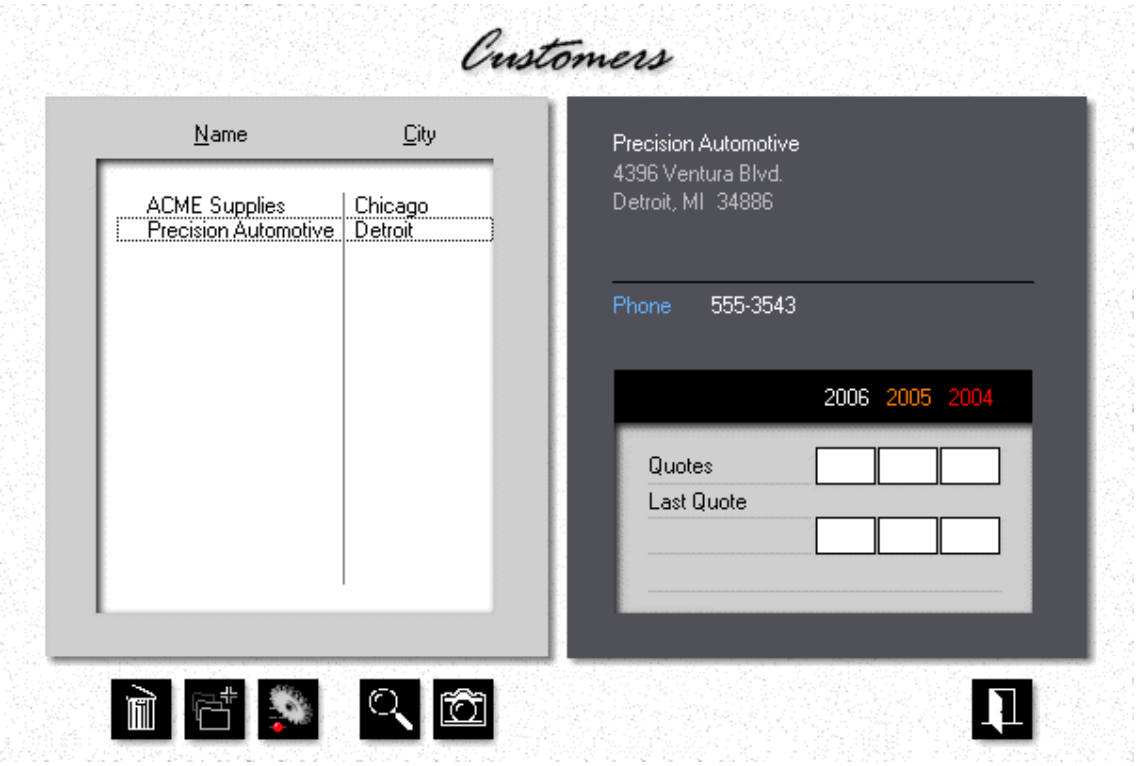
4 Getting Around

4.1 Buttons and Navigation

When traveling in a foreign country, knowing where to go and how to get there will enrich your experience. Running into "Keine Ausfahrt" and eating mystery food because you can't read what's on the menu will make you wish you stayed home. Still, with luck, you'll wake up one morning and every road looks familiar and it suddenly hits you, "I'm getting good at this."

That's how it is with new software. Bouncing from roadblock to roadblock? They didn't mention that in the brochure. Only marginally less frustrating is to sit idle in traffic, waiting to have even basic tasks explained to you by a computer-savvy ten-year-old.

Herewith, "*How to get Around*" in Morning Flight. Highway markers and street signs. Because getting there should be fun, too.



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Selection Window Buttons

The ***Delete*** button deletes the highlighted record.

The ***Add*** button adds a new record, the ***Update*** button changes it.

Click the ***Find*** button to search for a record.

Click the ***Zoom*** button to view the highlighted record in detail.

- Double-clicking a highlighted record does the same as clicking the ***Update*** button - it opens an update window to make changes.
- Pressing the ***Ins*** key works the same as clicking the ***Add*** button - it opens an entry window for additions.
- Pressing the ***Del*** key does the same as clicking the ***Delete*** button. It will either instantly delete the record without warning if *Ask OK Delete* is turned off in *My Preferences*, or ask you for confirmation.

Note:

*Play it safe by keeping 'Ask OK Delete' confirmation ON. You can still instantly delete a record by holding down the **Ctrl** key while pressing **Del**.*

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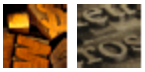
Entry Window Buttons

The ***Reset*** button cancels any changes you may have made in this window, and restores all text and data to what they were when you opened the window.

The ***Sort*** button sorts quantities or prices. The button is there just to make you feel better. Morning Flight will automatically sort as soon as you accept the window.

Clicking the ***OK*** button (or pressing the ***Enter*** key) accepts updates or new entries, then closes the window.

Clicking the ***Cancel*** button (or pressing the ***Esc*** key) discards updates or new entries, then closes the window.

 When the ***Text*** button shows the picture on the left, it means ***Text Formatting*** is off. Clicking the button will turn formatting back on. At the same time,

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all text in the open window will be formatted with initial caps. When the button shows the picture on the right, it means text formatting is on. To make a free-form entry (exactly the way you type it in), click the right button to turn off formatting *before* you make that entry.

When the ***Data*** button shows "Goofy," it means ***Data Validation*** is off. Clicking the button will change the picture to an umbrella and turn validation back on. At the same time, Morning Flight will check (and change, if necessary) all numerical data in the open window to make sure they're within reasonable limits. When the data button shows the umbrella and you want to make a numerical entry either above or below the normal limits, click the right button to turn validation off *before* you make that entry.

> Note:
> *Text formatting and data validation states are persistent. Each window initially inherits its states from 'My Preferences', but then preserves its own formatting and validation settings. When you accept a window with data validation off, it will stay off (for that window only) until you turn it back on. For the record, when a window opens with "Goofy" on the data button, there's a good chance somebody made an entry that may not make sense in the real world!*

Other Buttons you'll run into:

The ***Save*** button saves paper to the Buy-it paper file.

The ***Rolodex*** button generally opens a selection window to retrieve a customer or contact. When used with paper, it retrieves a paper item from the Buy-it paper file.

Used with paper, the button locks in the same cost for all quantity brackets. That's when the vendor charges you the same price no matter how much paper you're ordering.

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When used with products, the ***Number 1*** button lets you designate any product as your primary, the one you quote on most often. The quote window will open with your primary product preselected.

Used with paper, the ***Lock*** button locks in auto-pricing where you enter paper costs in the 1-carton bracket only and leave it to the program figure out the rest.

When used with postpress, a glowing red key shows ***locked quantities*** in the quote you're working on. For example, a customer asks for a quote on 1,000 newsletters but wants only 800 folded and the rest supplied flat. Click the same button again to ***unlock***.

The ***Manual Pricing*** button expands the quick and easy 1-carton entry to let you enter paper costs in all three quantity brackets.

The ***Color*** button opens an entry window for paper colors.

The ***Cutter*** button allows you to select the most efficient paper size to cut from, and to see how much waste is associated with each grain.

You probably wouldn't call this a button, more like the volume control on a radio. Settings range from very high to very low, in five increments. Left-click to move the slider up, right-click to move it down.

4.2 Browsing and Updating

The better we understand how browsing works, the quicker we can perform updates. Not much new to learn here, but knowing the shortcuts can make a big difference.

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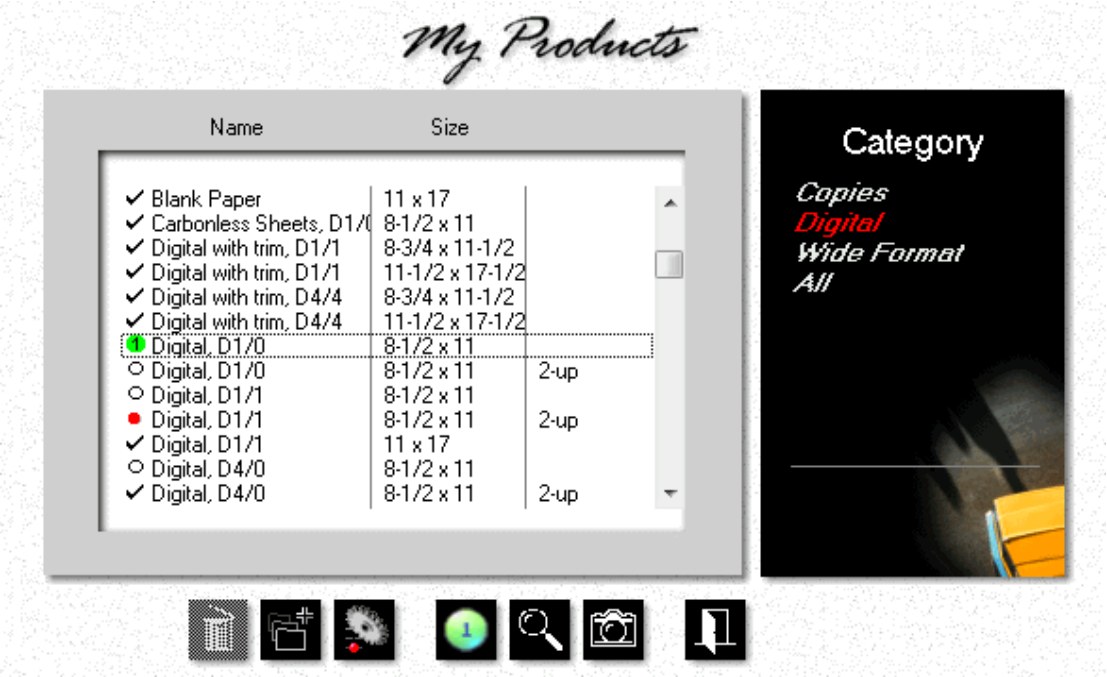
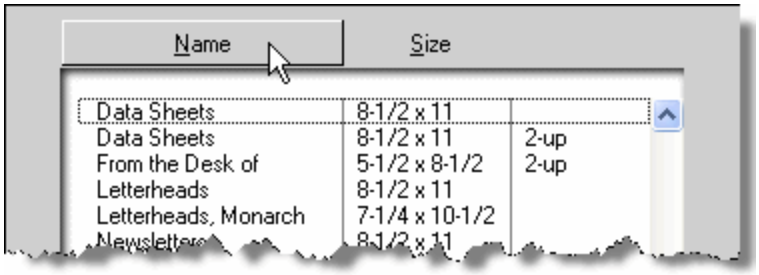


- **To sort the browse box**

  Click on the headings.



- **To locate the first product that begins with a "D"**

  Make sure the highlight bar is in the browse box and not in the black panel, then press the letter ***D***.

- **To page through the browse box**

  Press the ***PgUp*** and ***PgDn*** keys.

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Click the ***Delete*** button to delete the highlighted record. ***Keyboard:*** Press ***Del***. To suppress the "Ask OK to Delete" window from popping up, hold down the ***Ctrl*** key and press ***Del***.

Click the ***Add*** button to add a new record. ***Keyboard:*** Press ***Ins***.

Click the ***Update*** button to edit the highlighted record. ***Keyboard:*** Hold down the ***Ctrl*** key and press ***Enter***.

When used with products, the ***Number 1*** button lets you designate any product as your primary, the one you quote on most often. The quote window will open with your primary product preselected.

Used with paper, the button locks in the same cost for all quantity brackets. In other words, when the vendor charges you the same price no matter how much paper you're ordering.

Click the ***Find*** button to search for a record. ***Keyboard:*** Press ***F4***.

Click the ***Zoom*** button to view the highlighted record in detail. ***Keyboard:*** Press ***F5***.

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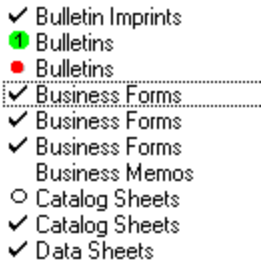
The Icons



A check mark tells you it's a program-generated standard product, currently ***active*** and available for quotes.

A red bullet shows a standard product that you've ***deactivated*** with the delete button and thereby blocked from being used in quotes.

An empty circle signifies a program-generated ***mandatory*** product that can't be deactivated.

A number 1 icon identities your current ***primary*** product, the product your quote window will default to when it opens.

No icon means it's a self-made product, one you generated yourself. You can delete those as quickly and as easily as you made them.

Note:

Standard products are products created by the program. They can't be deleted, but their status can be changed from active to inactive, and back again, by clicking the delete button. Mandatory products, needless to say, can neither be deleted nor deactivated. Products of your own making are the least persistent. When you delete a product you created yourself, it's not deactivated - it's deleted from the file.

4.3 Viewing and Printing

Viewing in Morning Flight is straightforward and standard computer fare. Click "View" on the main menu, then double-click the item you want to view. Or, highlight it and click the camera button at the bottom of the browse window.

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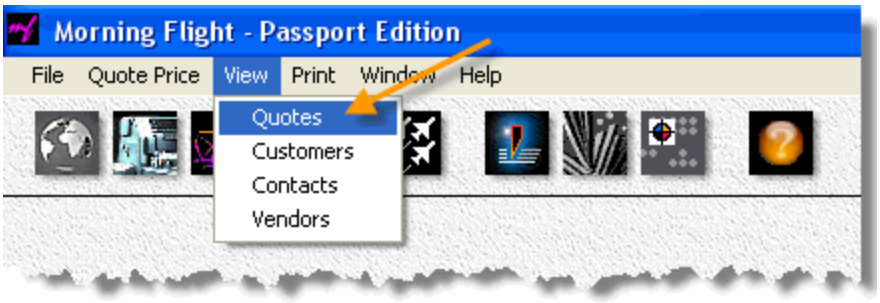
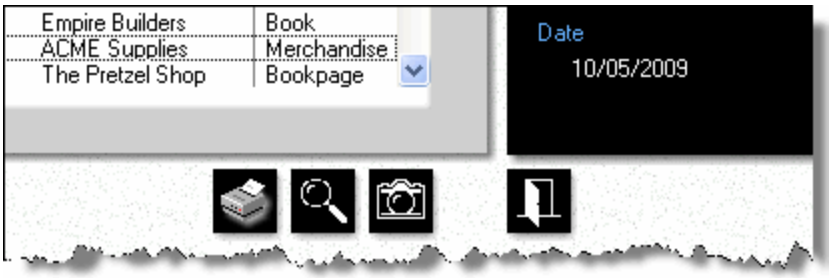
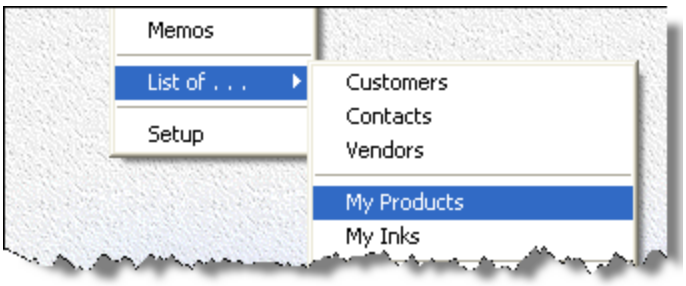


Because viewing and printing often go hand in hand, you'll find a print button right next to the buttons for searching and zooming on many of Morning Flight's browse windows.



That's convenient for printing a single document, such as a price sheet or an estimate. Doesn't work when you need a list of things, like a printout of all your customers. In that case, click "Print" on the main menu, select the list, then set the appropriate range filters.



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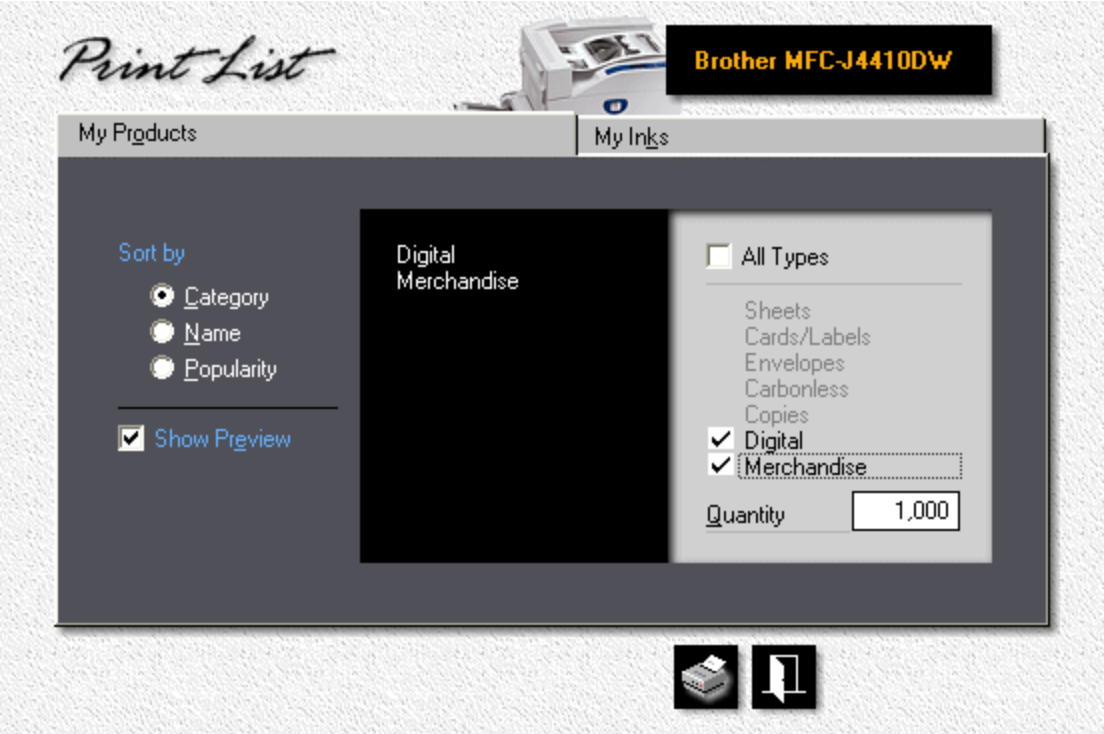

Catalog Sheets, D4/4, 8-1/2 x 11

Category:	Digital	Coverage:	25%
Packaging:	Shrinkwrap	Makeready:	Medium
		Run:	Normal

	Makeready	IPH	Quantity	Price
4-C Front, 4-C Back	10 Minutes	2,000	1,000	321.9C

File Conversion — Hourly Rate 45.00

Pricing: Per Hour

Standard: 30 Minutes
Minimum Hours:
Maximum Hours:

Color Posters
M-2847, 12 x 18
Pricing: Per Piece
Packaging: Carton

Quantity	Price
1 to 49	3.50
50 to 99	3.00
100 to 24C	2.50
250 to 49C	2.00
500 to 99C	1.50
1,000 >	1.00

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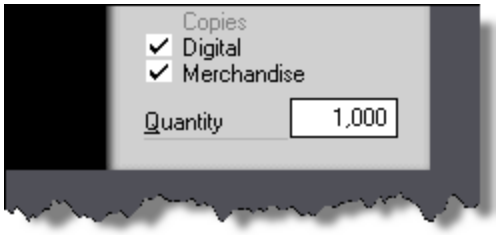
Note:

Where applicable, prices in the list of products are based on the quantity you entered in the quantity box.

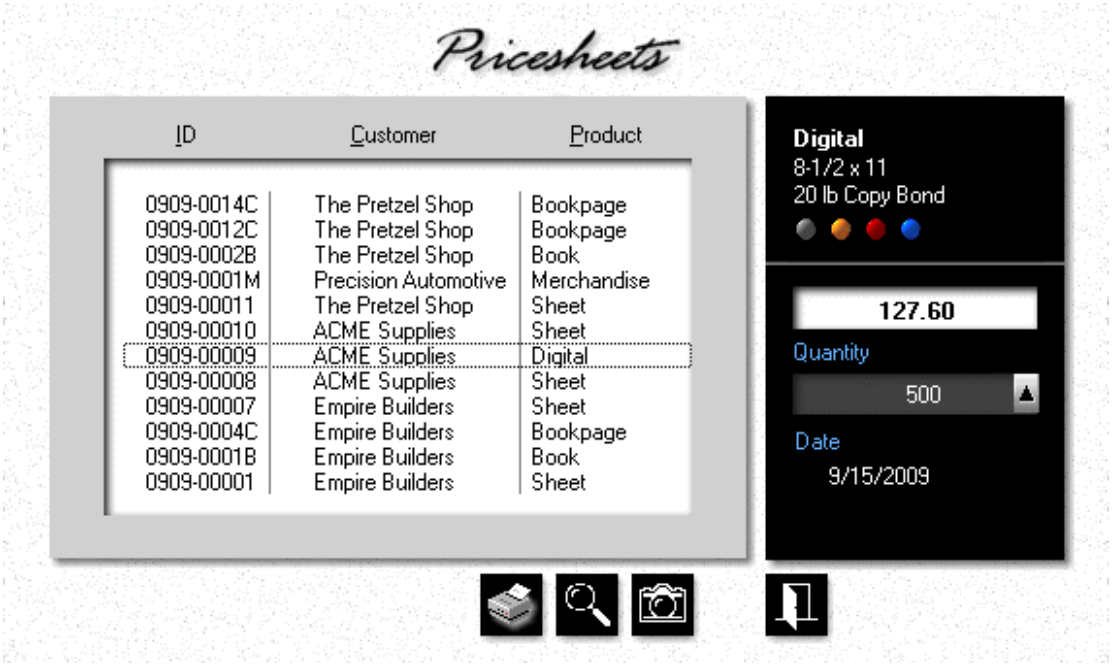


What if nothing prints?

Go to *Print* > *Setup* on the main menu and make sure you've selected your active printer.

Viewing up close

Zooming in, drilling down - whatever label may be in vogue today, displaying information in layers helps minimize the clutter on your monitor. Here are examples of how to get detailed views in Morning Flight.



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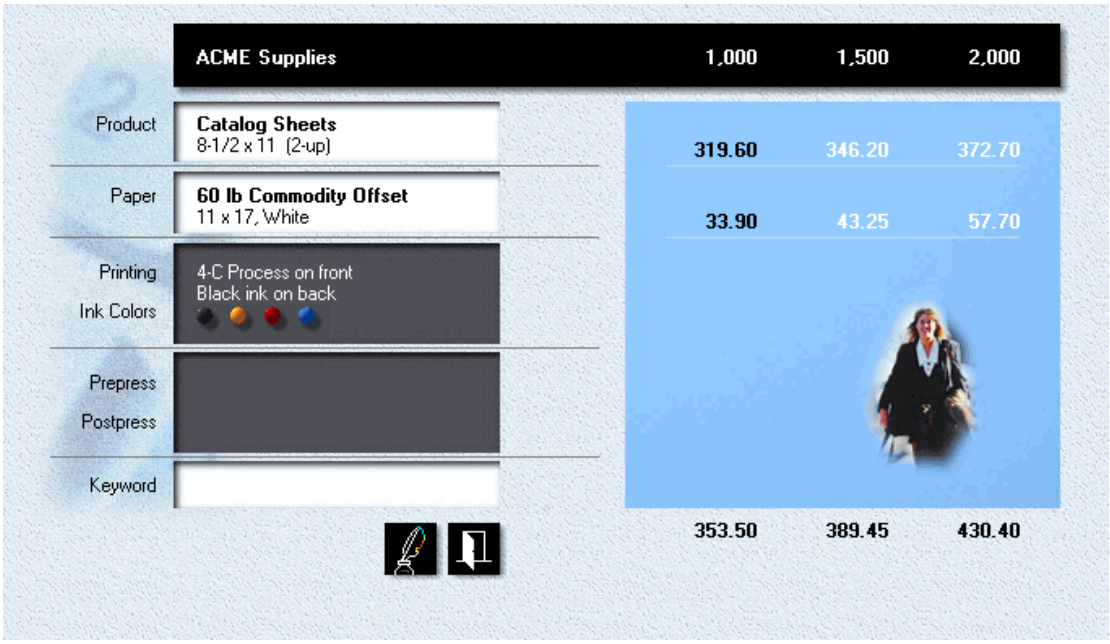
Mini-Zoom

In the quote view window above you get a mini-zoom version of the quote without ever having to leave the window. The product description, paper name, ink colors, and all three quantities and prices are always in full view in the black panel on the right. The display updates as you browse. If you do need to see more, click the ***Camera*** button to open the full zoom window.

Full Zoom



Picture-in-Picture Zoom

Whenever you see the cursor turn into a ***Camera***, as it does here in the paper panel of the full zoom window, click to drill down for a closer look. Once there, click the ***up arrow*** to view all three quantities.

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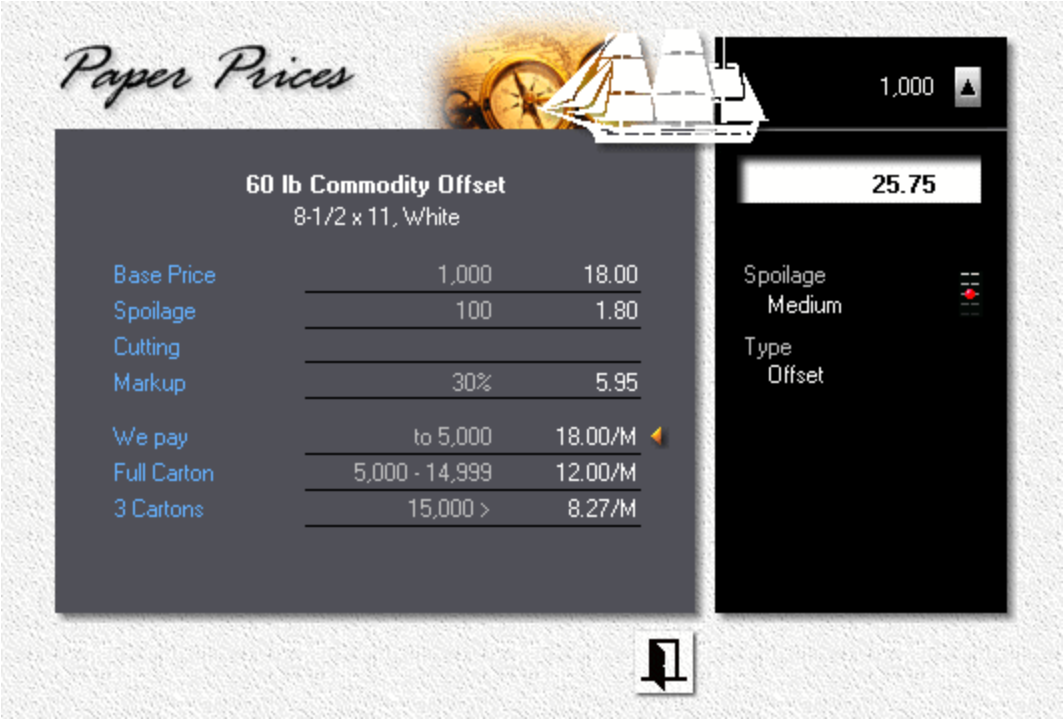

The Magic Wand

Watch data transform. When you pass the cursor over the "Run" area, the readout changes from press speed to time to print. Click to lock it in.

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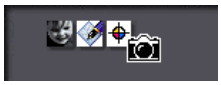
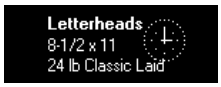
4.4 Exploring Cursors

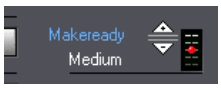
The cursor tells you where on the screen your mouse is. Its shape often holds the key to what might be hidden in the next room. If you can't find the door, chances are, that room will stay hidden until you discover it by accident. Morning Flight may be a joy to use, but it's still a tool. Here is a no-time-for-games set of clues.



We'll begin with the obvious: Whenever you see the camera, click to zoom. It's good to get an instant price. It's even better when you can instantly drill down and find out what that price consists of.

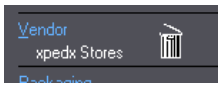


Similar to what the camera cursor does, but here you're presented with a time sheet, a visual report of how long the job should take to print.



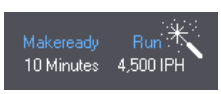
The up-and-down cursor moves the slider. Left-clicking moves it up a notch, a right-click moves it down.

The hand cursor usually signals a roll-over, a shortcut to the next logical choice. Here, the next click will take you to 80 lb Coated, from there to 60 lb Offset, from there back again to 70 lb Text.



As Benny Hill was fond of proclaiming: "Another privileged glimpse of the bleedin' obvious." If you click here while the trash can is showing, xpedx Stores will no longer be the vendor for this item.

The sound cursor provides no nutritional value whatsoever! Just ear-candy to break up the monotony.



Our favorite! When you hover the wand over an area of the screen, the wand temporarily changes the display

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of the value under it. In this case, from impressions per hour to total minutes, from press speed to how long it takes to print. Click, and the change becomes permanent. Click again, and you're back to the original display setting.

4.5 Formatting Text

Junk mail often comes in triplicate: One addressed to "John Smith," another to "john smith," and a third to "JOHN SMITH," all residing at 35 Elm Street. That's caused by lack of consistency in how information is loaded into the database, made worse when more than one person has access.

The Solution

With text formatting ON, Morning Flight will always enter text with initial caps. No matter how you key in John Smith, in all lower case, initial caps, or all caps, John will always be added to the customer file as "John Smith." That solves the problem until you come to "ABC Construction," in which case you need to turn text formatting OFF so you can enter "ABC" in all caps. Here is how:

If the ***Text*** button looks like this, do nothing. Text formatting is already OFF, and whatever you enter will be entered as is.

If the button looks like this, click it *before* you enter text.

- If you inadvertently entered John Smith as "JOHN SMITH," click the text button and Morning Flight will reformat the entry to initial caps.
- You can turn text formatting OFF altogether, in *My File* > *My World* > *My Preferences*. Keep in mind that when you do, you're flying solo.

Text formatting and data validation states are persistent. Each window initially inherits its states from My Preferences, but then preserves its own formatting and validation settings. When you accept a window with text formatting OFF, it will stay off (for that window only) until you turn it back on.

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4.6 Validating Data

If computer applications could be made fool-proof, there'd be fewer shelves with books for "Dummies." But they can be made fail-safe. Well-thought-out programs can incorporate a mechanism found mostly in machinery that guarantees that if the contraption should blow up, it will blow the other way.

In Morning Flight, that mechanism is called ***Data Validation***. Its purpose is to keep small errors small and not let them turn into catastrophes. Whenever you enter numerical data, Morning Flight imposes minimum and maximum "validated" values. With validation ON, the program can safely be used by office staff with limited estimating experience. Cousin Mel can handle the low-end stuff, freeing the shop owner or manager to focus on big-dollar projects.

With validation OFF, the sky still isn't the limit, but the range extends well beyond the reasonable.

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Meet "Goofy"

There are times when validation has to be turned off to keep flying. For entering a PMS ink color that didn't exist when you downloaded the program, for instance. In that case, clicking on Goofy is the only fix. As for leaving validation off altogether? Stick with the umbrella. If I were to look for a co-pilot, Goofy wouldn't be my first choice!

If the ***Data Validation*** button looks like this and you need to enter a number that's outside the normal range, click the button *before* you enter the number.

If you see Goofy, data validation is already OFF. There's a chance somebody made an entry that probably doesn't make sense in the real world. Click the button, and Morning Flight will validate all numerical entries in the window.

- You can turn data validation OFF altogether, in *My File* > *My World* > *My Preferences*. Remember that when you do, you're flying with Goofy.

Note:

Data validation and text formatting states are persistent. Each window initially inherits its states from My Preferences, but then preserves its own validation and formatting settings. When you accept a window with data validation OFF, it will stay off (for that window only) until you turn it back on.

4.7 Entering Sheet Sizes

Entering sheet sizes into a computer, easy as it is in millimeters, can get tiring in inches. Especially if you grew up with millimeters. We did our best to keep the process simple. If you can find the size you're looking for in the black panel, double-click it. That will select it and close the window.

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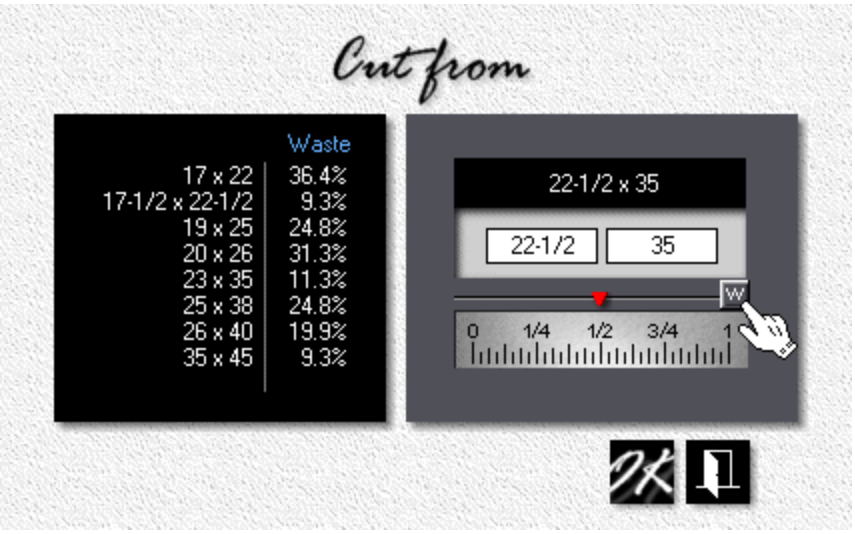
The Inch Version



There are three ways you can enter the 22-1/2 inch width. First, make sure the little button says "W" (for width). Otherwise, click it. Then either:

- Enter "***22.5***" or "***22-1/2***"
- Enter "***22***", then click on the ***1/2-inch*** mark.
- Enter "***22***", then move the red slider to the ***1/2-inch*** mark.

The Metric Version

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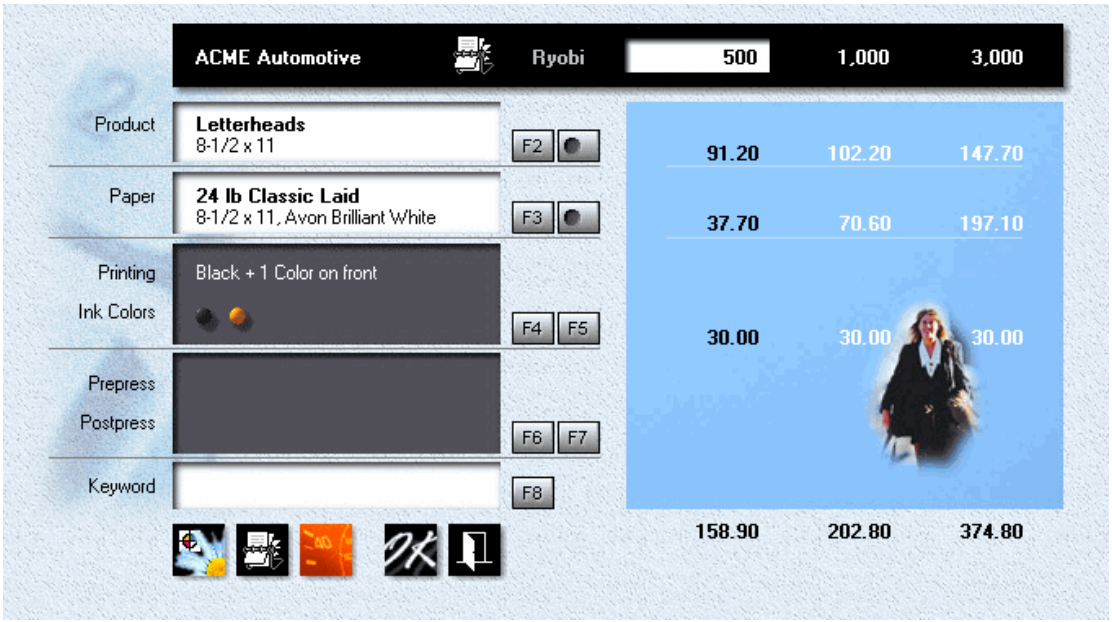
5 Making Quotes

5.1 Quoting Offset

This topic assumes you've completed "Your First Quote." If you haven't, not a problem, but buckle your seatbelt. This ride will be quicker.



Making the Letterhead Quote

- From the main menu, click the ***Quote Printing*** button.
- Click the ***F2*** button, then double-click ***Letterheads***.
- In the print quote window, click the ***F3*** button, then double-click ***24 lb. Classic Laid, Avon Brilliant White***.
- Click the ***F4*** button, then select ***Black plus Color*** and click OK.
- Enter PMS ***109*** and click OK.
- In the print quote window, click the ***Quantities*** button or press F12.

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- Enter the quantities and click OK.

Saving the Quote

- In the print quote window, click the ***Rolodex*** button (the one on top, inside the black panel).
- If you've completed "Your First Quote," you will have at least one customer to double-click on. Pick anyone. If you haven't, the window will come up empty. Click the ***Add*** button, then enter any name in the *Company* field and click OK.
- Click OK in the print quote window to save the quote.

Making the Envelope Quote

- While the print quote window is still open, click the ***Paste Ink Colors*** button.
- Click the ***F2*** button.
- Click ***Envelopes*** in the black panel on the right, then double-click ***Envelopes, Size 10***.
- Click the ***F3*** button, then double-click ***24 lb. Classic Laid, Avon Brilliant White***.
- Click OK to save the quote, then close the print quote window.

5.2 Quoting Digital

This topic describes how to quote a standard digital product. For the sake of variety, we'll assume the bulk of your work is digital. You'll want the quote window to open with a digital product, not offset, so our first step will be to designate a digital product as your primary product.

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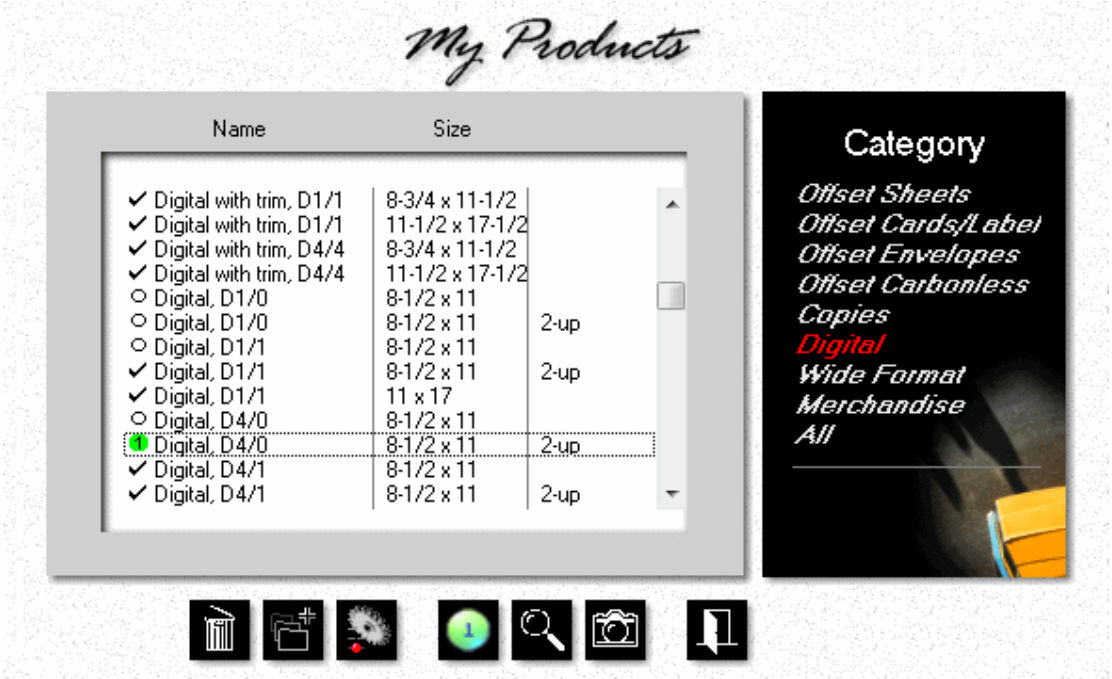

Preparing for Digital

- From the main menu, click the ***My Store*** button.
- Click the ***My Products*** button.
- Click ***Digital*** in the black panel on the right, then place the highlight bar over ***Digital, D4/0***.
- Click the ***Number 1*** button, then close the window.
- Close ***My Store***.

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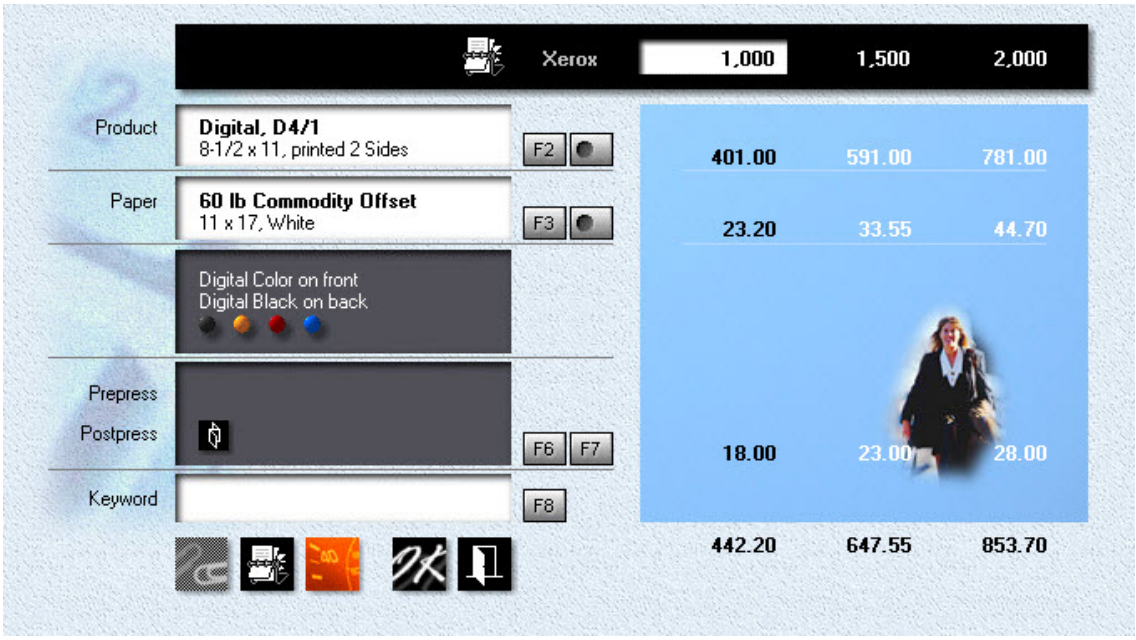

Making the Quote

- From the main menu, click the ***Quote Printing*** button.
- Click the ***F2*** button, then double-click ***Digital, D4/1***.
- Back in the print quote window, click the ***F3*** button.

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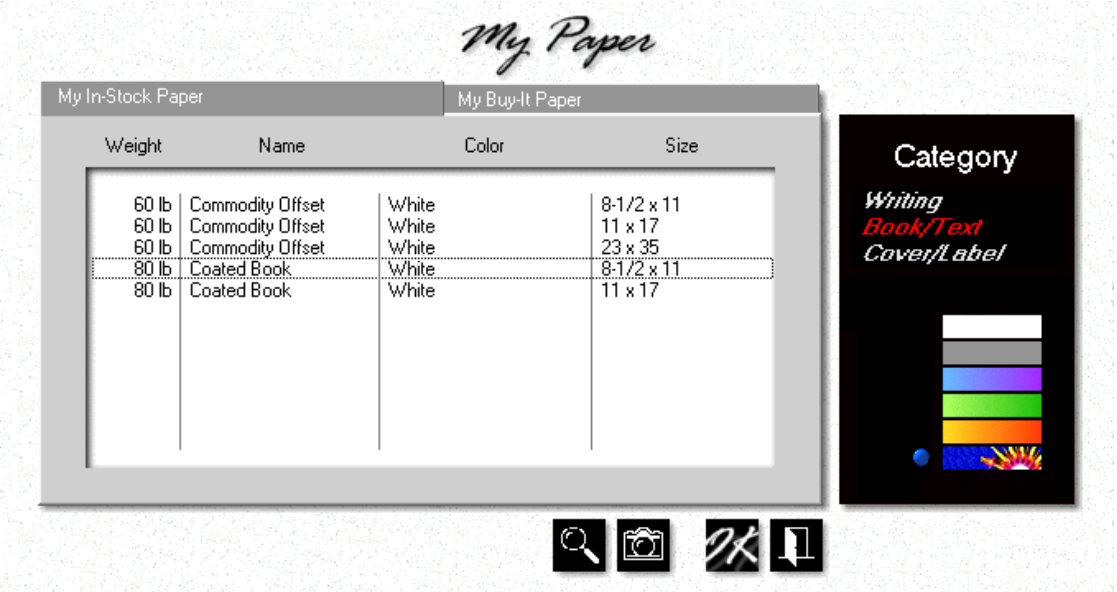

- Click ***Book/Text*** in the black panel on the right, then double-click ***80 lb Coated Book, White, 8-1/2x11***.
- Click the ***F7*** button, then select ***Letterfold***. Click OK.
- Click the ***Quantities*** button or press ***F12***.
- Enter the quantities and click OK.
- In the black panel on top, click the ***Rolodex*** button, then select a customer.
- Click OK in the print quote window to save the quote.

5.3 Quoting RISO

This topic describes how to quote a standard RISO product. If most of your printing is produced on RISO duplicators, you'll want the quote window to open with a RISO product preselected. Our first step will be to designate one of the four RISO items in the selection box as our primary product.

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Preparing for RISO

From the main menu, click the ***My Store*** button.

- Click the ***My Products*** button.
- Click ***Digital*** in the black category panel on the right, then place the highlight bar over ***Riso Sheets, R1/0***.
- Click the green ***Number 1*** button, then close the window.
- Close ***My Store***.

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Making the Quote

From the main menu, click the ***Quote Printing*** button.

- Click the ***F2*** button, then double-click ***Riso Sheets, R1/0***
- Back in the print quote window, click the ***F3*** button.

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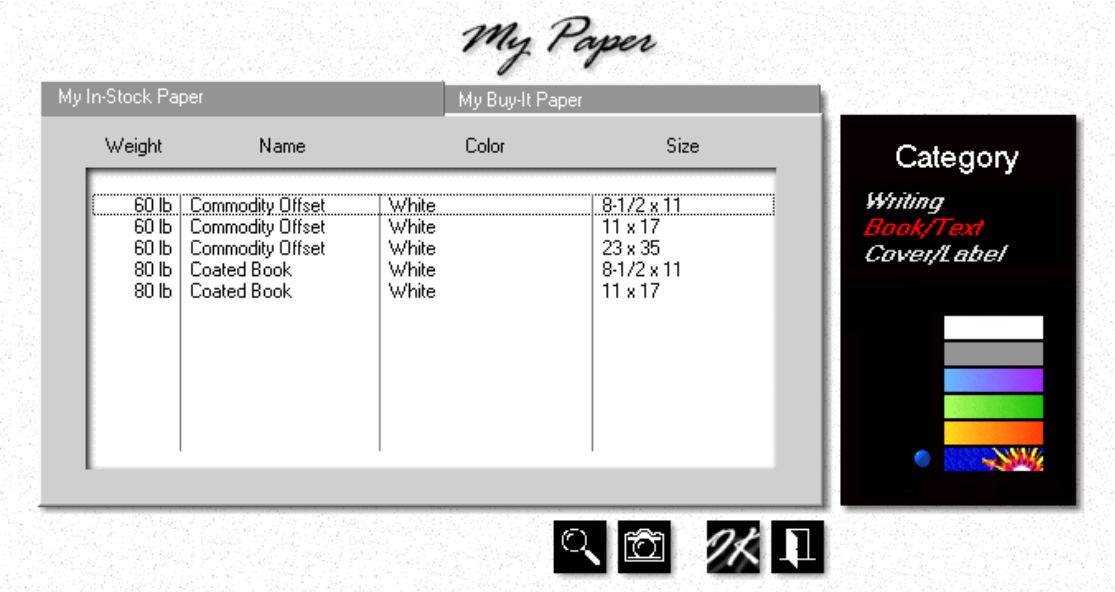

- Click ***Book/Text*** in the black category panel on the right, then double-click ***60 lb Commodity Offset, White, 8-1/2x11***.
- Click the ***F7*** button, then select ***Letterfold***. Click OK.

Click the ***Quantities*** button or press ***F12***.

- Enter the quantities and click OK.
- In the black panel on top, click the ***Rolodex*** button, then select a customer.
- Click OK in the print quote window to save the quote.

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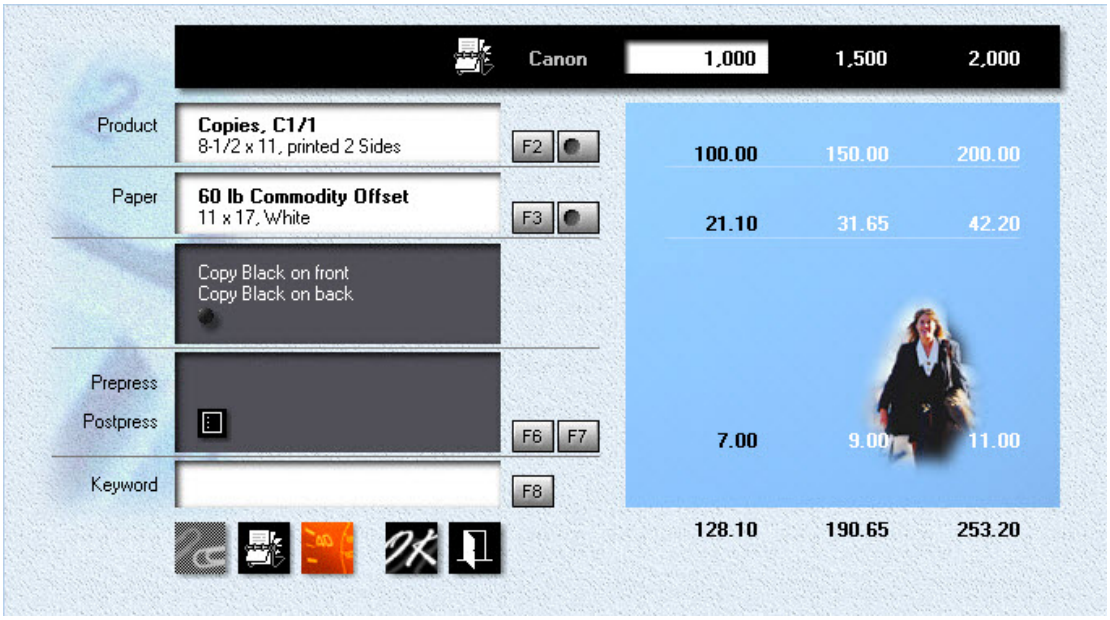
5.4 Quoting Copies

This topic describes how to quote a standard copy product.



Making the Quote

From the main menu, click the ***Quote Printing*** button.

- Click the ***F2*** button.
- In the product selection window, first click ***Copies*** in the black category panel, then double-click ***Copies, C1/1, 8-1/2x11***.

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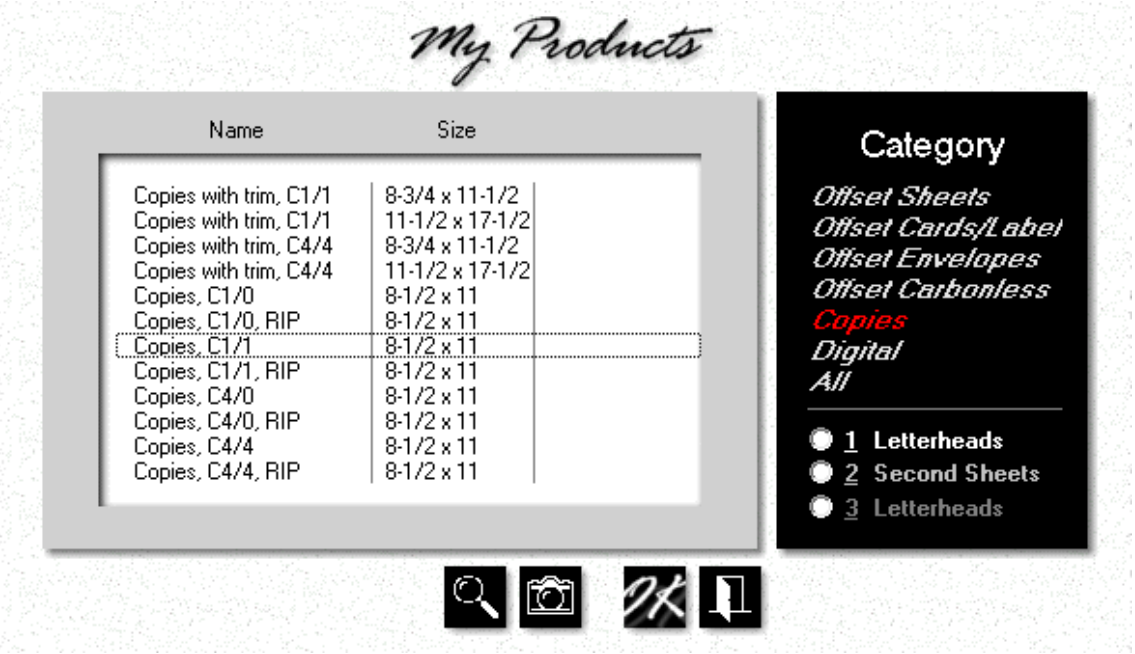

- Click the ***F3*** button, then double-click ***20 lb. Copy Bond, White***.
- Click the ***F7*** button, then check ***Drill***. Click OK.
- Click the ***Quantity*** button, or press ***F12***.

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- Check ***Multiple Originals***, then enter "20". Click OK.
- Click the ***Rolodex*** button in the black panel on top, then select a customer.
- Click OK in the print quote window to save the quote.

5.5 Quoting Wide Format

This topic describes how to quote a standard wide format product.

- At the main menu, select ***Quote Price*** > ***Quote Wide Format***, or click the quick access button circled above.

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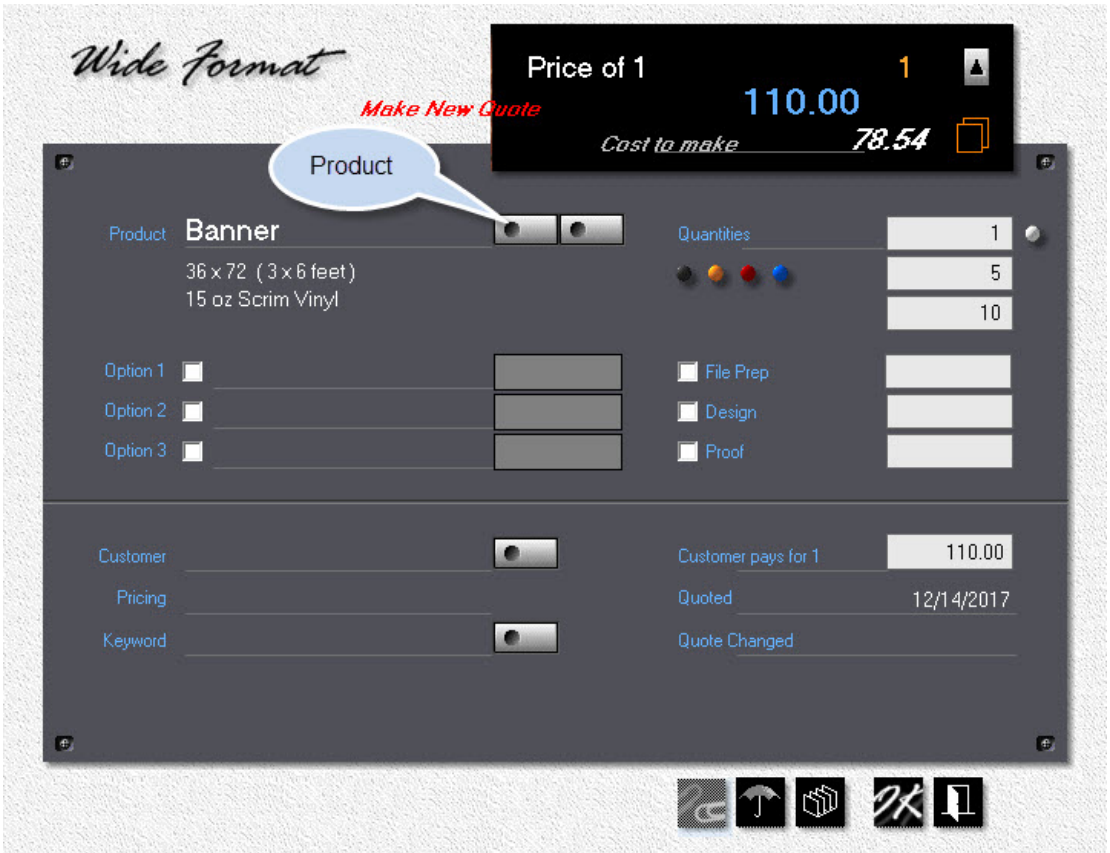

- Click the ***Product*** button.

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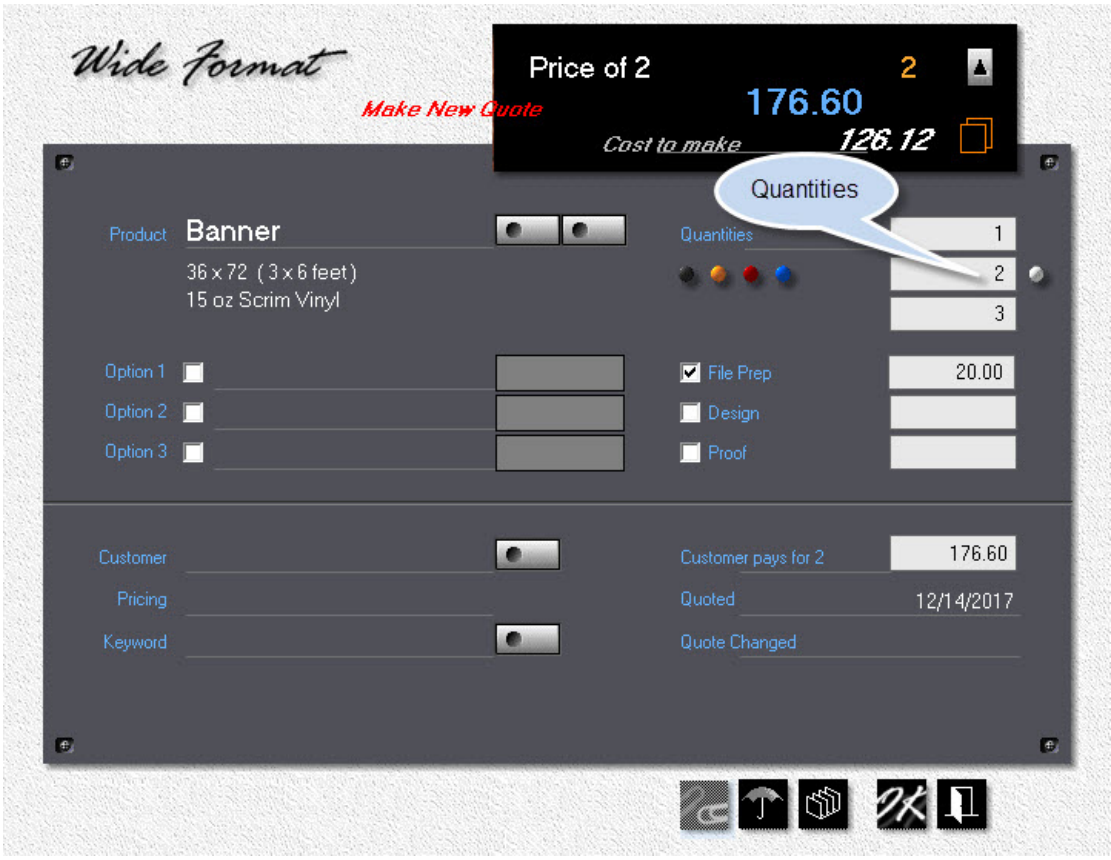
- Make sure ***Banner*** is highlighted the black category panel, then double-click ***Banner*** in the white selection box.



- Change quantities to 1, 2 and 3.
- Click the ***File Prep*** checkbox and either edit or keep the default value of $20.00.

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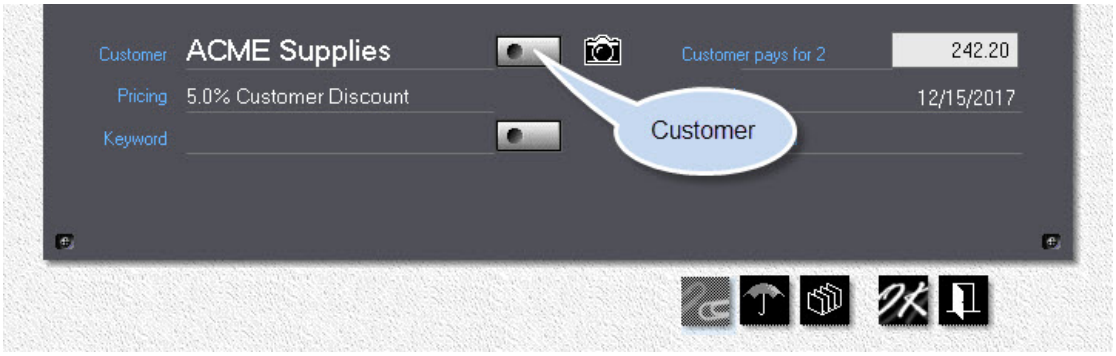
- Click the icon in the black panel to quote the banner for printing on both sides.



- Click the ***Customer*** button to add a new customer or select an existing one.
- Click ***Ok*** to save the quote.

Note:

Throughout the program, whenever the cursor changes to a magic wand it temporarily changes the type of value displayed in the area over which it's hovering. In the image below, "Price for 3" now shows "Price each", and "Cost to make" has changed to "Our Markup". Without moving the cursor, click once to make that the default. Re-enter the hover area and click again to restore the original setting.

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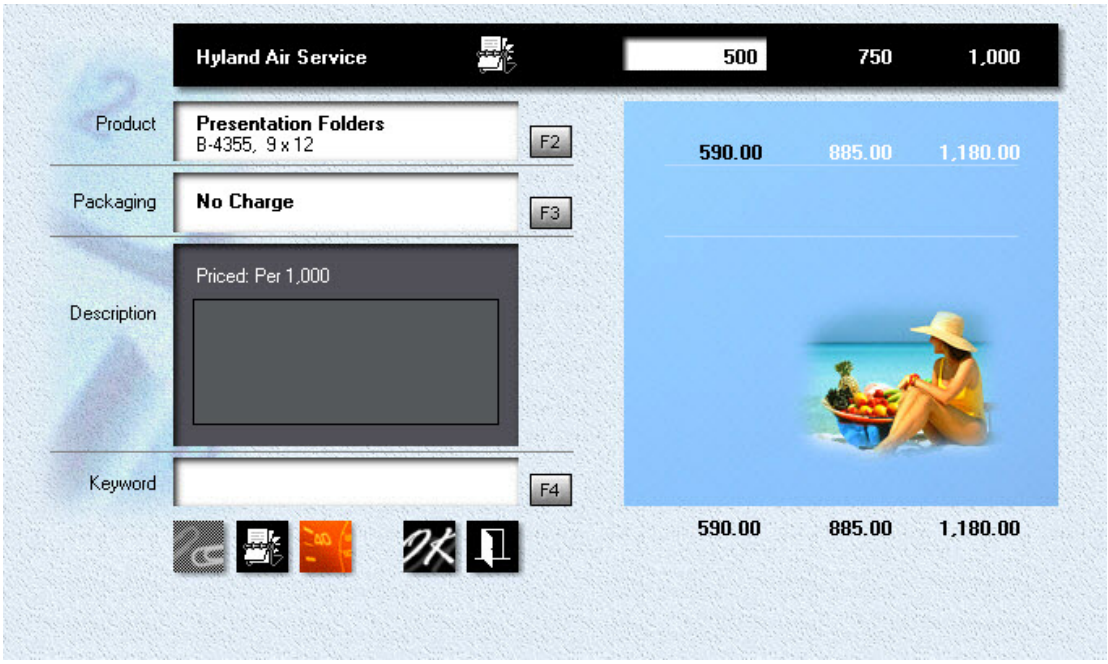
5.6 Quoting Merchandise

This topic describes how to quote merchandise.



Making the Quote

- From the main menu**,** select ***Quote Price > Quote Merchandise***.
- Click the ***F2*** button, then double-click the merchandise item to select it.

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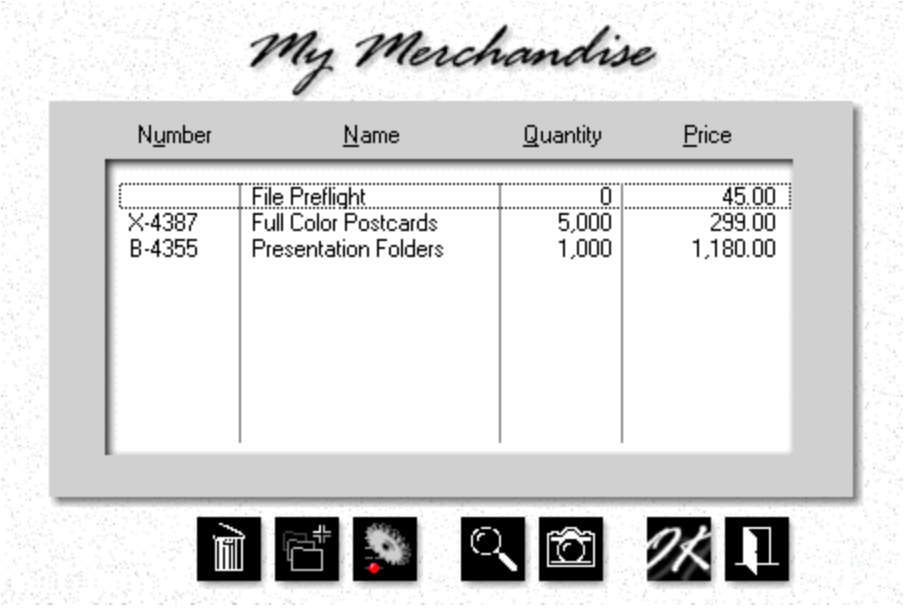


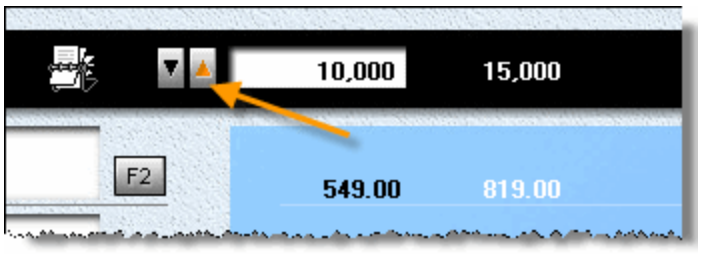
Priced per Piece or per 1,000

Click the ***Quantity*** button or press ***F12*** and enter the quantity.

- Click the ***Rolodex*** button in the black panel on top, then select a customer.
- Click OK to save the quote.

Priced per Lot

When priced per lot, the item is available in fixed quantity lots only. The quantity button will be grayed out. If more than one quantity is available from the vendor, use the ***up/down arrows*** to select the quantity range you would like to quote on.



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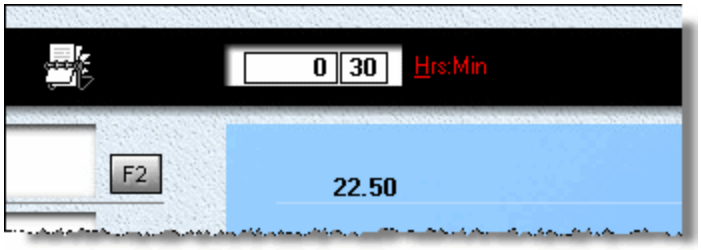
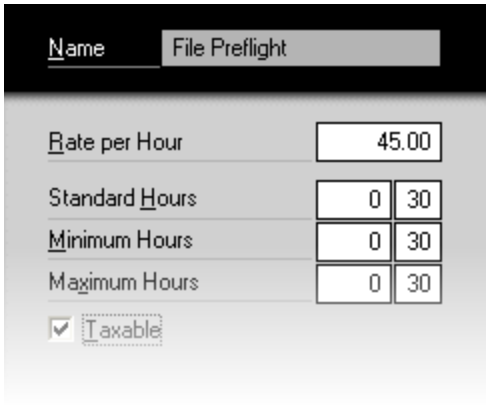
Priced per Hour

When priced per hour, the black bar now contains an entry box for hours and minutes. You can either accept the default (the "standard hours" defined when the merchandise item was created), or change it to any value within the min/max range.



Note:

When you create or update a merchandise item priced by the hour (a service item, really), you're setting minimum and maximum time values for that item. The min/max range is the range between those two values. If Morning Flight won't let you change the hours and minutes, it's because minimums and maximums have been pushed so close together that there's no wiggle room. With both set to 30 minutes, standard hours has to be 30 minutes, too.



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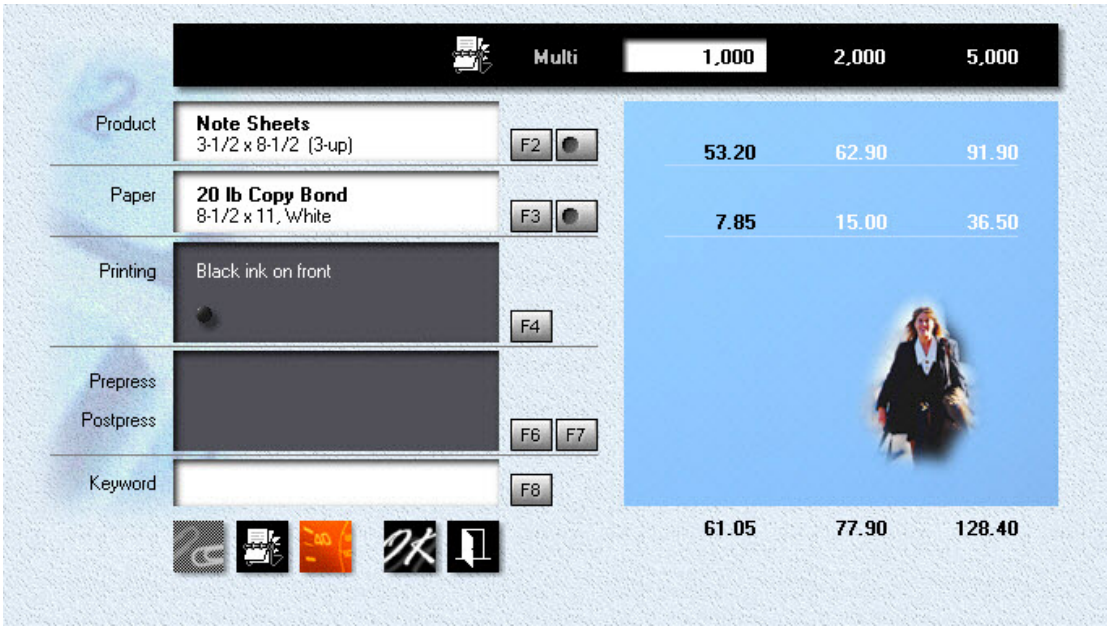
5.7 Quoting Custom Offset

This topic describes how to quote a custom offset product.



Step by Step

From the main menu, click the ***Quote*** button.

- Click the ***F2*** button, then double-click ***Note Sheets, 3-1/2x8-1/2, 3-up***.

  Note:

  When you define a custom product, first select a standard product that has properties similar to the one you're defining. That way the custom product will inherit the standard product's properties. It's usually easier to modify an existing product than to define a new one from scratch.

- Click the button to the right of the F2 button, or hold down the ***Ctrl-Key*** and press ***F2***.

- Enter "Coupons" in the ***Name*** field.

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- Click the ***Size*** button and change the product size to 3x8".
- Click the ***Properties*** button. Move the ***Spoilage*** slider to ***High***. Click OK.

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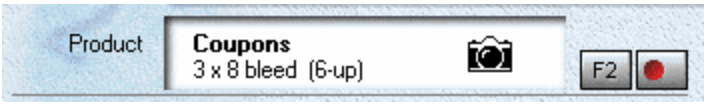
- Back in the custom product window, press the ***Bleed*** button.
- Click the ***1/8"*** radio button, then clear the ***Left*** and ***Right*** fields. Click OK.
- Click the ***Press Sheet*** button and change the press sheet size to 11x17".

Zooming in



In the print quote window, click the white ***Product*** panel to open a product zoom window where you can view the results of Morning Flight's behind-the-scenes calculations. The red indent on the Ctrl-F2 button tells us this is a custom product.

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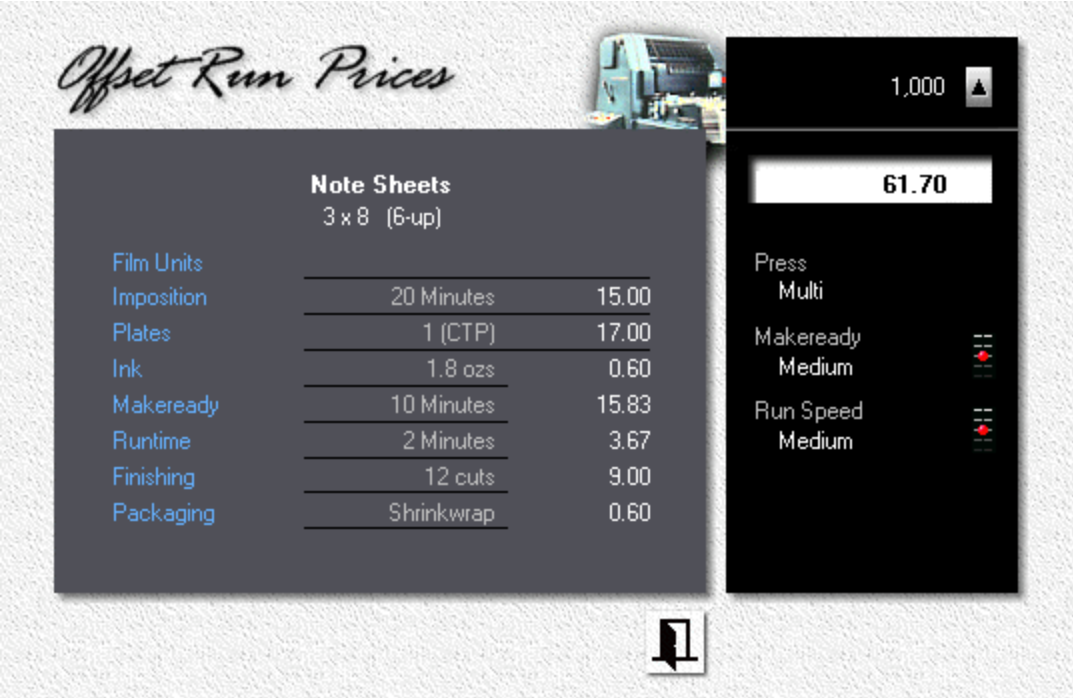
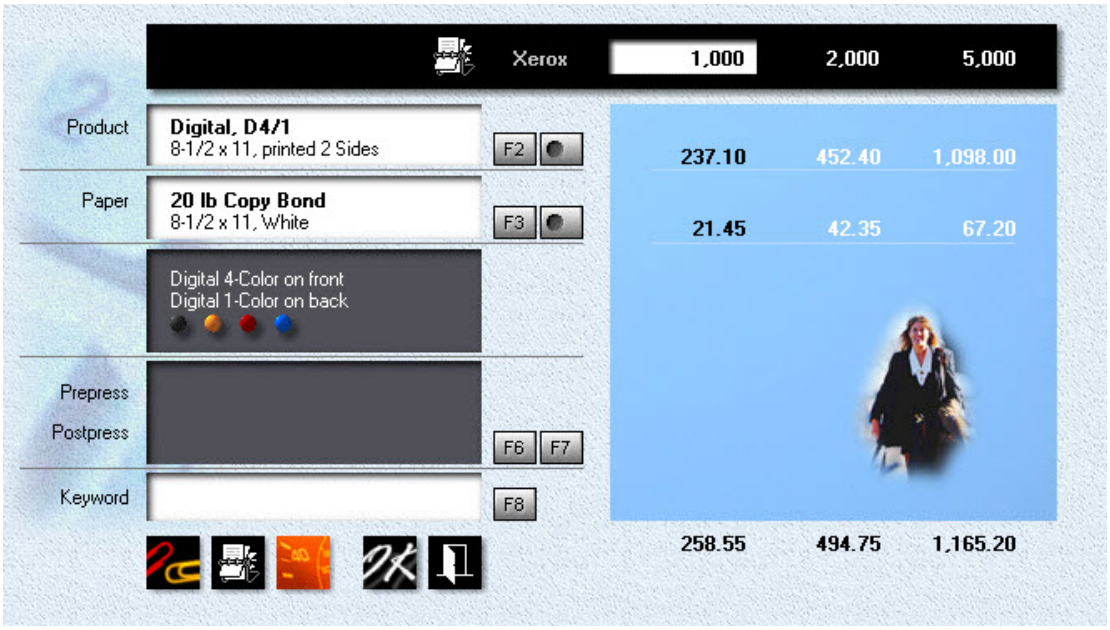


5.8 Quoting Custom Digital

This topic describes how to quote a custom digital product.



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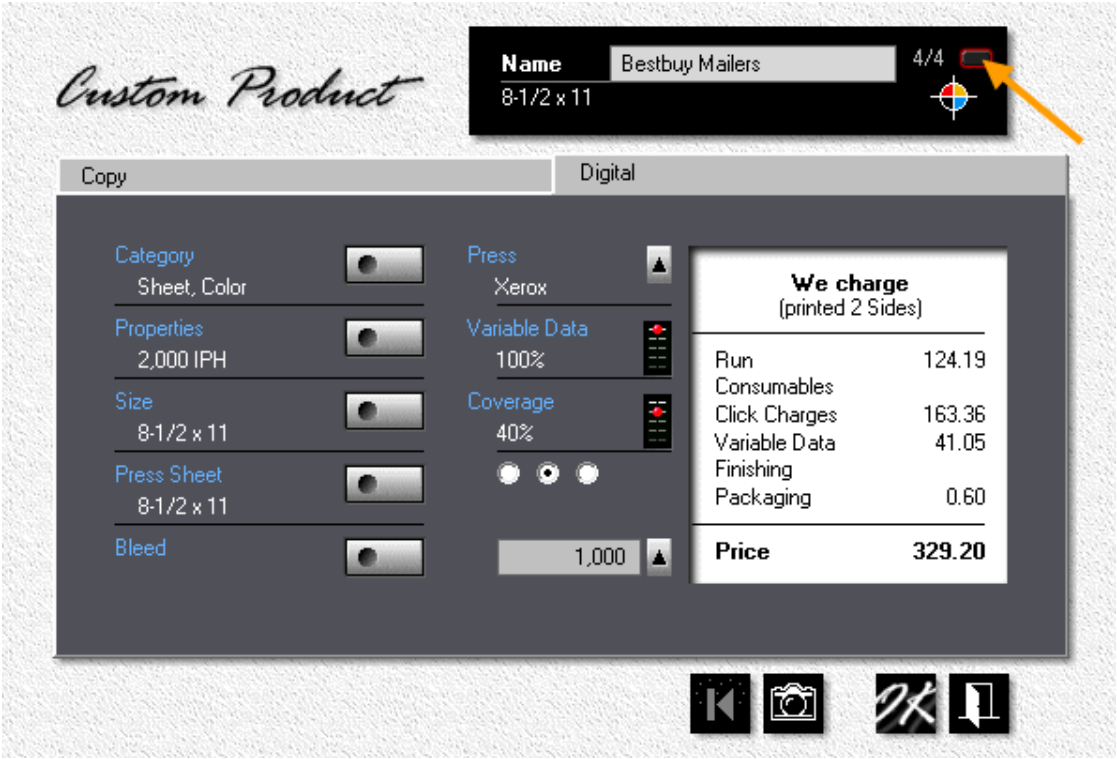
Step by Step

From the main menu, click the ***Quote*** button.

- Click the ***F2*** button.
- Click ***Digital*** in the black panel on the right, then double-click ***Digital, D4/1, 8-1/2x11***.
- Click the button to the right of the F2 button, or hold down the ***Ctrl-Key*** and press ***F2***.
- Enter "Bestbuy Mailers" in the ***Name*** field.



- Click the small button in the black panel (pointed to by the arrow) to change the run configuration from ***4/1*** to ***4/4***, from four-color on the front, black on the back, to four-color front and back.

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- Left-click the ***Variable Data*** slider until it shows ***100%***. At that setting, every sheet will be personalized.
- Click the rightmost radio-button underneath ***Coverage*** to shift into high-range, then right-click the ***Coverage*** slider until it shows ***40%***. The three radio buttons act like a low-medium-high transmission, tripling the available range of percentages to fifteen.
- Click the ***Properties*** button. Move the ***Makeready*** slider to ***High***. Click OK.

Note:

If the job were to be printed on heavyweight paper on a low volume press, you would need to slow the runtime to match the manufacturer's recommendations. High production presses will generally run at full speed regardless of weight. In that case, the runtime slider should be left at its lowest setting.

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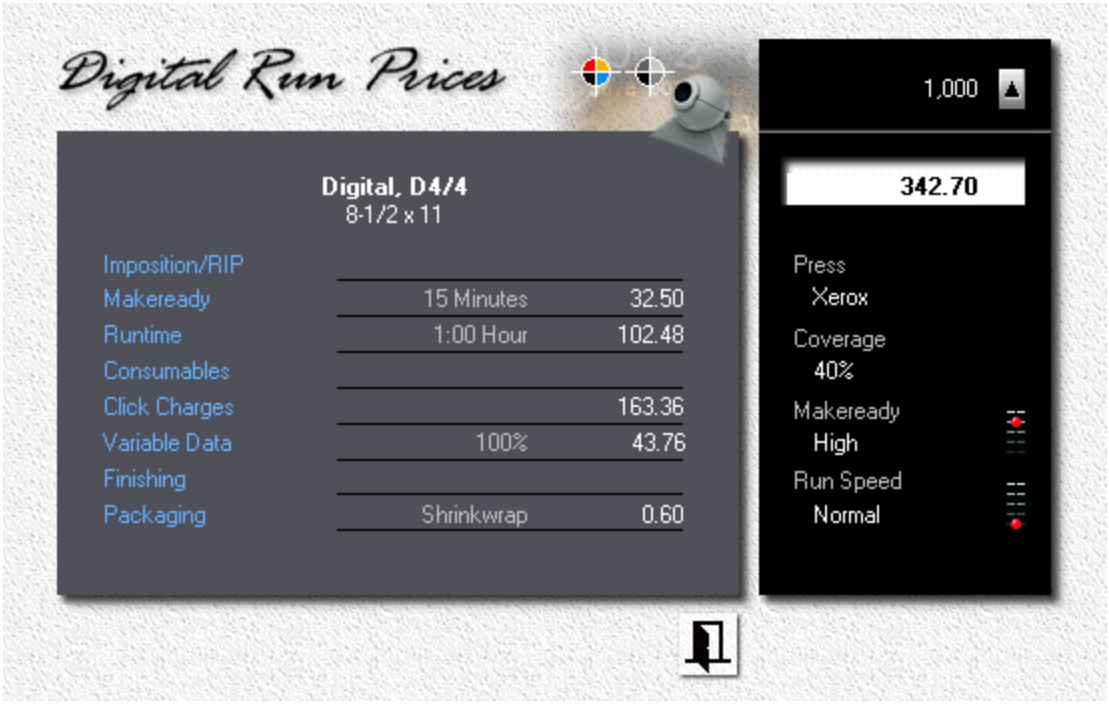
Zooming in

In the print quote window, click the white ***Product*** panel to open a product zoom window. The red indent on the Ctrl-F2 button tells us this is a custom product. The ***D*** in ***D4/4*** says it's digital.



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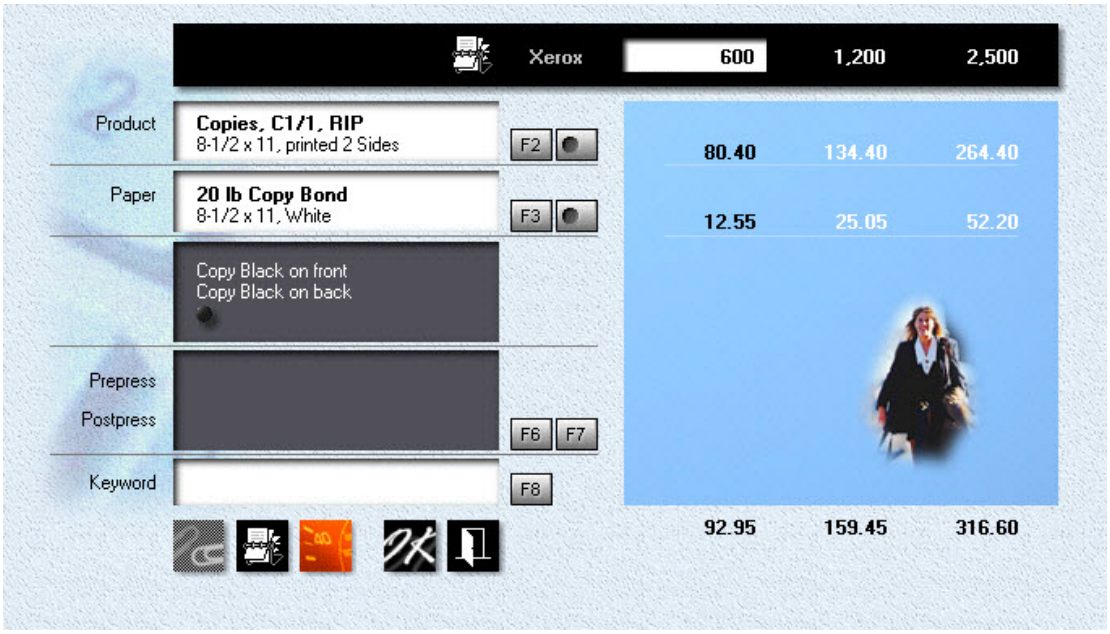
5.9 Quoting Custom Copies

This topic describes how to quote a custom copy product.



Step by Step

From the main menu, click the ***Quote*** button.

- Click the ***F2*** button.
- Click ***Copies*** in the black panel on the right, then double-click ***Copies, C1/1, RIP, 8-1/2x11***.
- Click the button to the right of the F2 button, or hold down the ***Ctrl-Key*** and press ***F2***.
- Enter "Progress Report" in the ***Name*** field.

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- Click the small button in the black panel (pointed to by the arrow) to change the run configuration from ***1/1*** to ***1/0***, from black on front, black on back, to black on front only.
- Click the ***Prices*** button.

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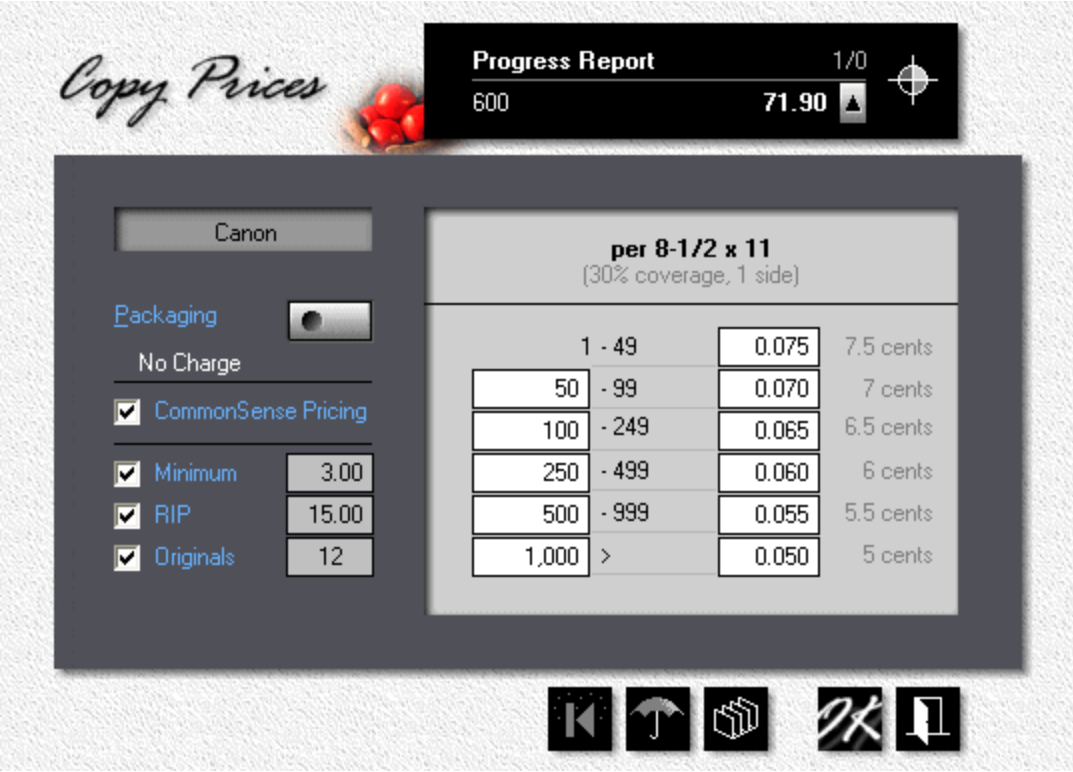

Note:

Prices entered in the pricing window are baseline prices, prices you would charge for an 8-1/2x11 or A4 copy, one side, with 30% coverage. When you're quoting, Morning Flight will recalculate those prices to account for size, coverage, and run configuration (front only versus front and back).

- Make sure ***RIP*** is checked, then enter 15 for RIP. Check ***Originals*** and enter 12.

Note:

When a quote includes multiple originals, the quantity you would quote on is the total quantity, not the quantity per original. In the example above, the 600 run represents 50 copies each of 12 originals. That's true throughout Morning Flight, regardless of whether you're quoting offset, digital, or copies. The quantity you're quoting on is always the number of finished sheets, envelopes, or carbonless sets. Take pads, for instance. A quote for 1,000 note sheets finished into 50-sheet pads would give the customer 20 pads.

- Click the ***Packaging*** button and select ***Letterbox***. Click OK.

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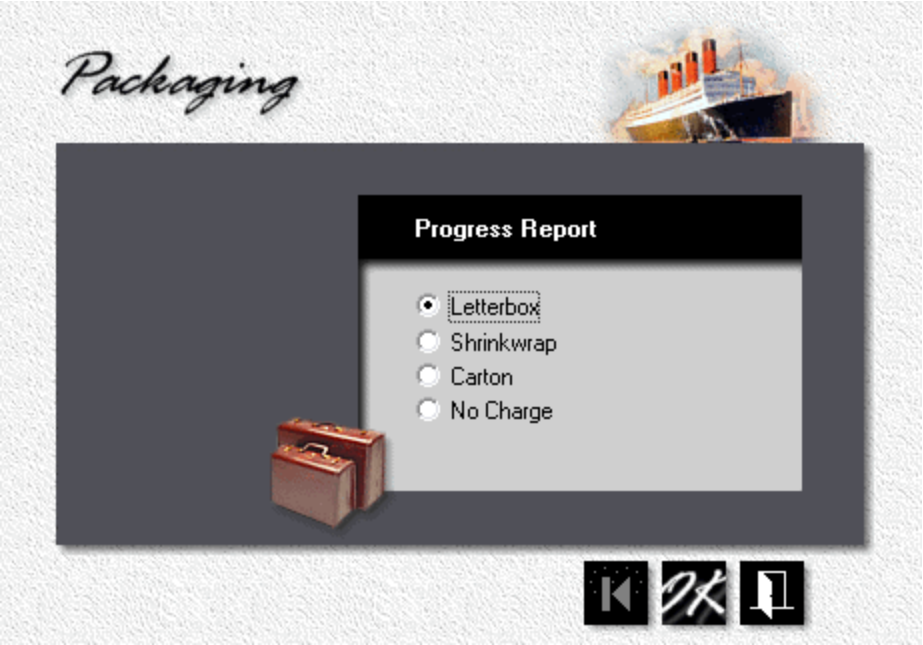

Zooming in

In the print quote window, click the white ***Product*** panel to open a product zoom window. The red indent on the Ctrl-F2 button tells us this is a custom product. The ***C*** in ***C1/0*** says they're copies.

Note:

The zoom window for copies shows baseline prices, prices you would charge for an 8-1/2x11 or A4 copy, one side, with 30% coverage (excluding paper). Baseline prices are entered either in My Store for a standard copy product, or above, in the prices window, for custom copies.

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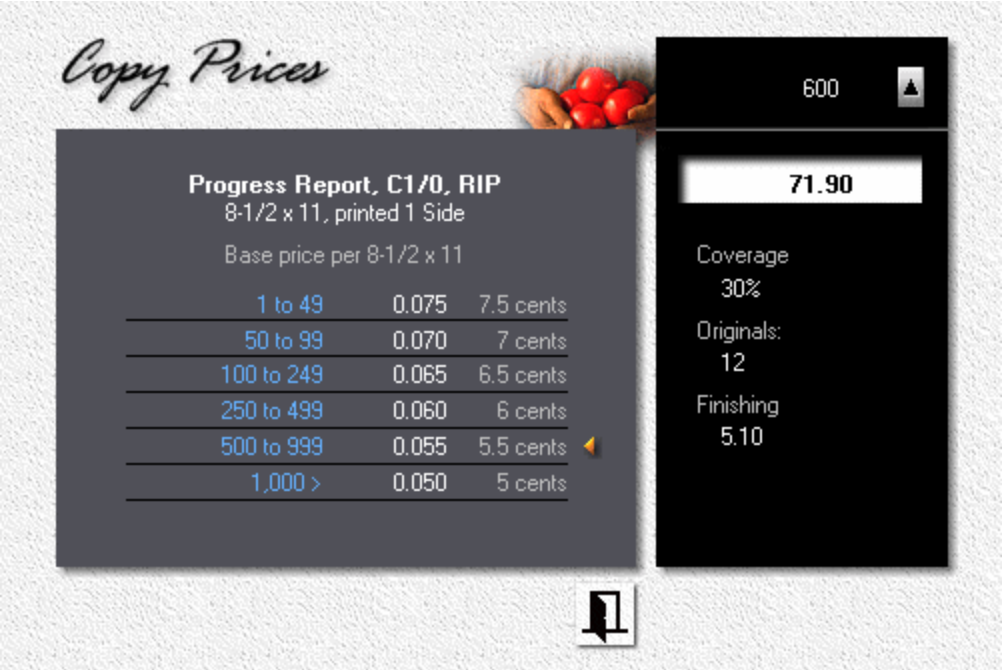

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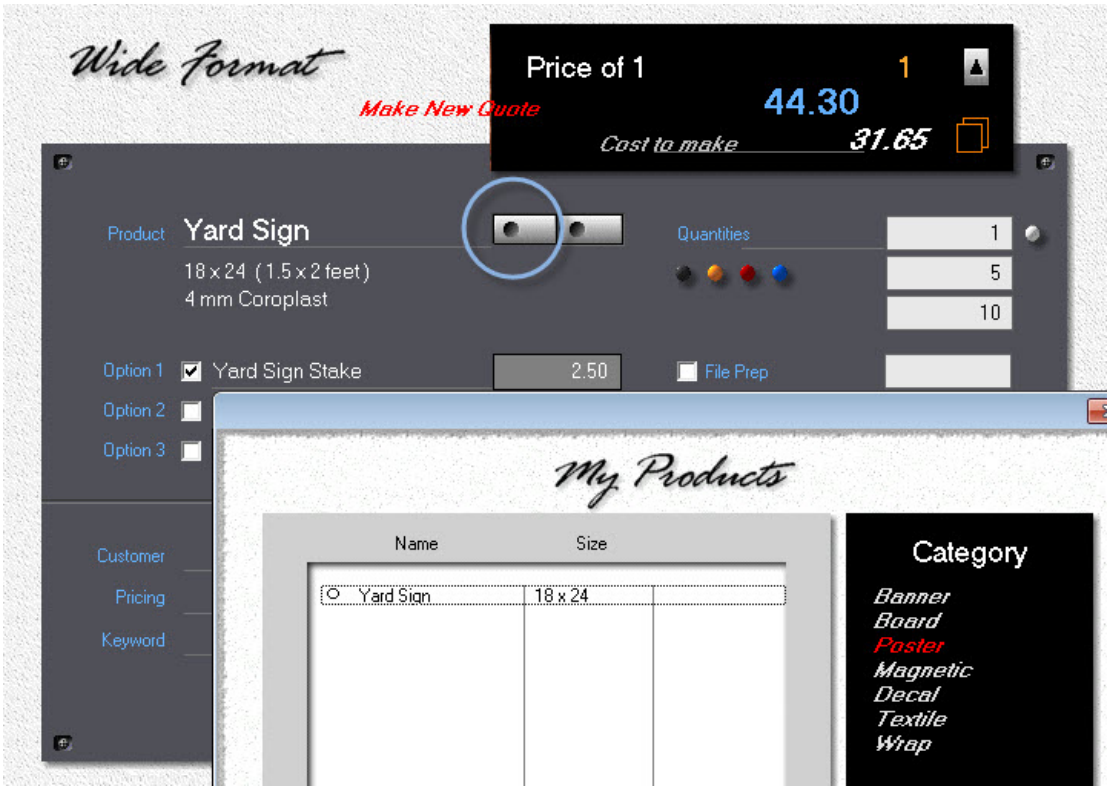
5.10 Quoting Custom Wide Format

This topic describes how to quote a custom wide format product.



Making the Quote

- Begin by creating a standard quote for a yard sign, but don't save it. If you inadvertently click the Ok button, retrieve the quote for editing.
  (see *Editing a Quote*)

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- Change the three quantities to 1, 5 and 10.
- Check ***Option 1*** and select *Yard Sign Stake* from the predefined Custom Sky Options list.

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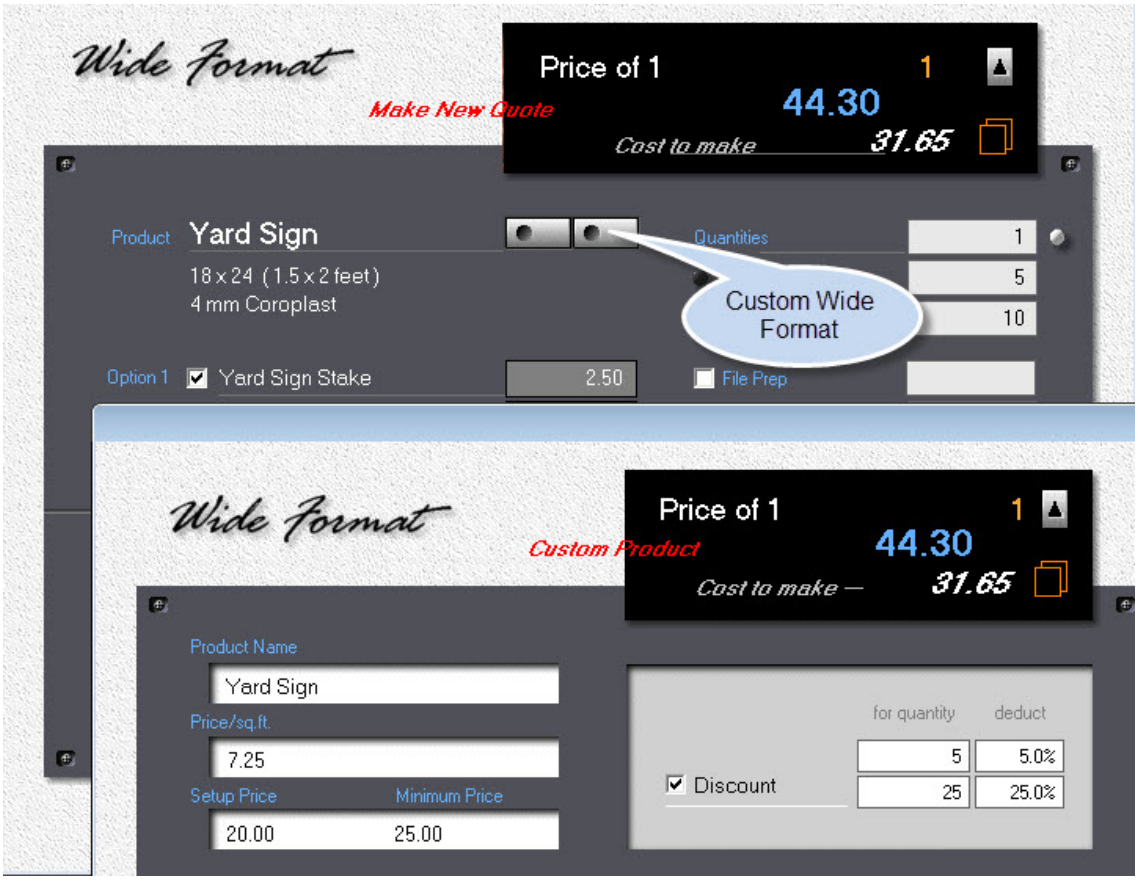

- Click the ***Custom Wide Format*** button.

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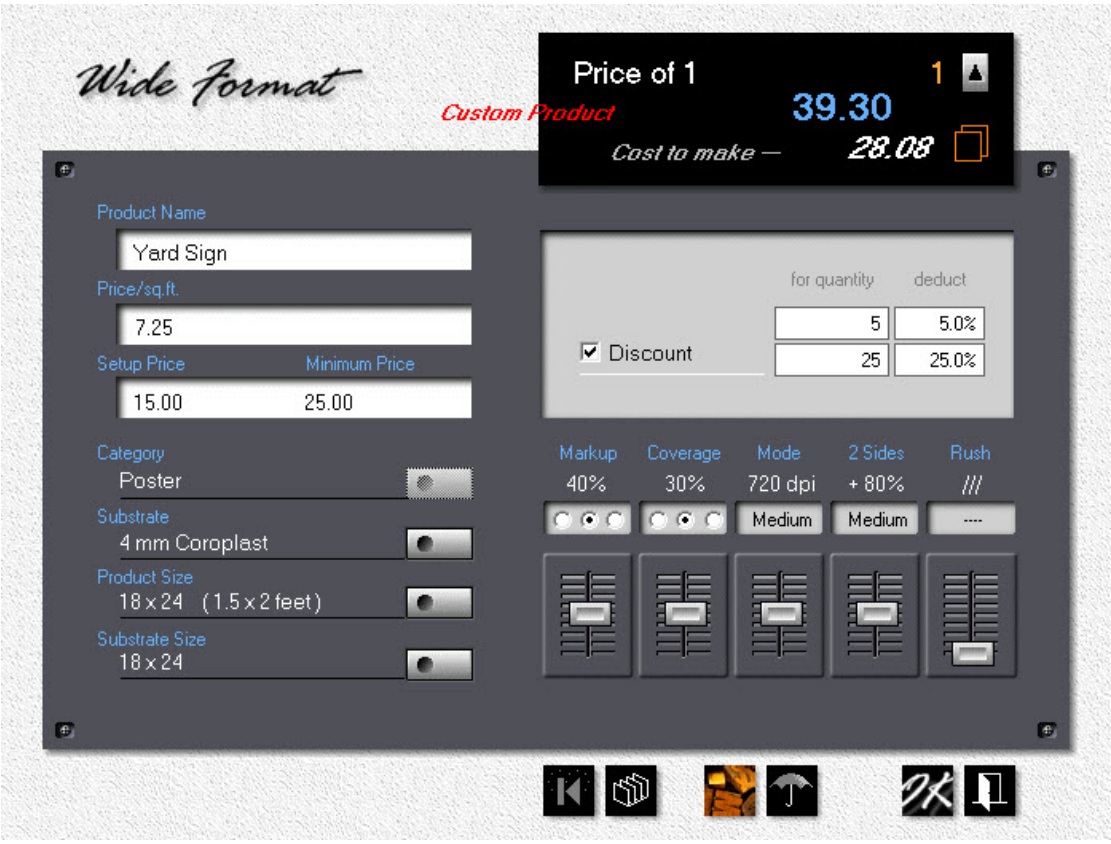

- Reduce the ***Setup Price*** to $15.00 and make other changes, such as product size or substrate, to match the customer's request.
- To raise or lower the price, adjust the markup and/or discount.
- Once you're satisfied, click ***Ok*** to close the window, then click ***Ok*** again to save the quote.

Note:

One item can't be adjusted here: The Price per sq.ft. That item is a property of the substrate, not the product. Chances are, more than one product will use that same substrate. Changing the price here would alter the price of every other product using it.

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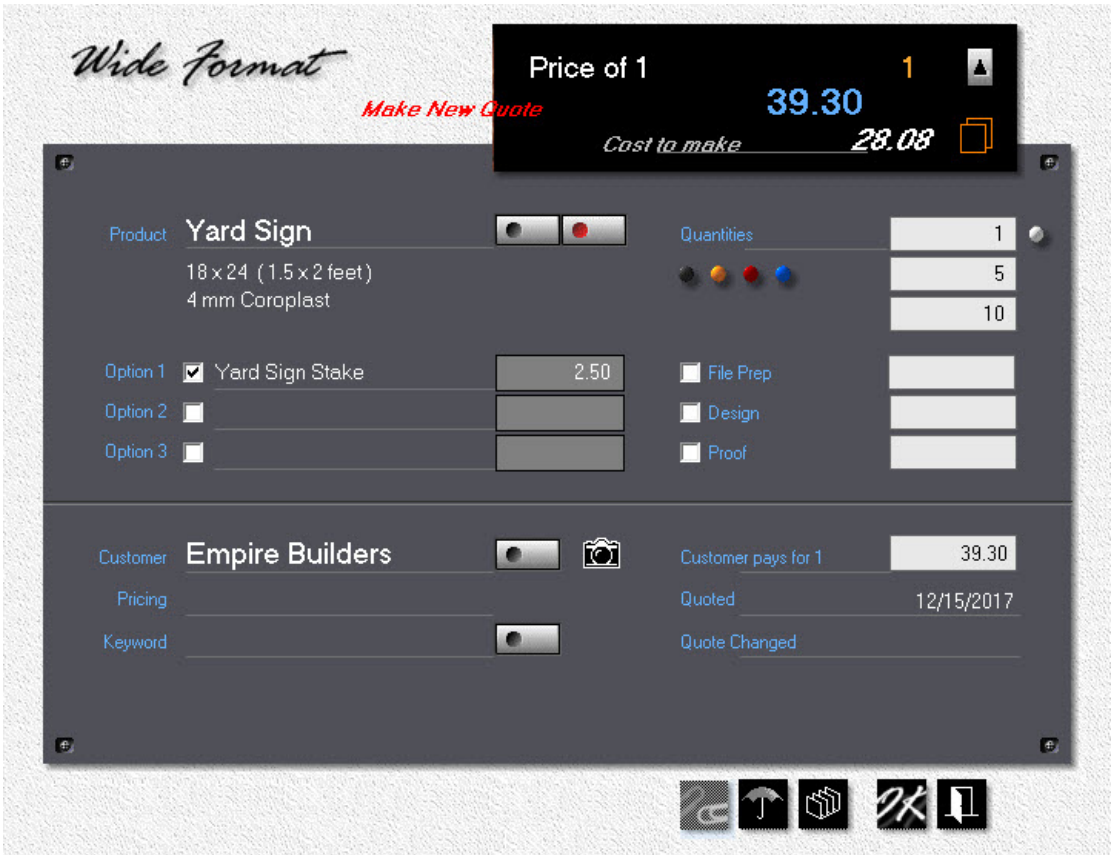

5.11 Quoting Custom Paper

This topic describes how to quote custom paper for offset, digital, and copies. The paper specified by the customer is 70 lb. Regency Text, a color paper priced per 100 lbs. by the vendor. You don't carry Regency Text in stock, and there is insufficient demand for it to justify adding it to your *Buy-it* file.

From the main menu, click the ***Quote*** button.

- Click the ***F2*** button, select Digital, then double-click ***Digital, D1/1, 8-1/2x11, 2-up***.
- Click the button to the right of the F3 button, or hold down the **Ctrl-Key** and press ***F3***.

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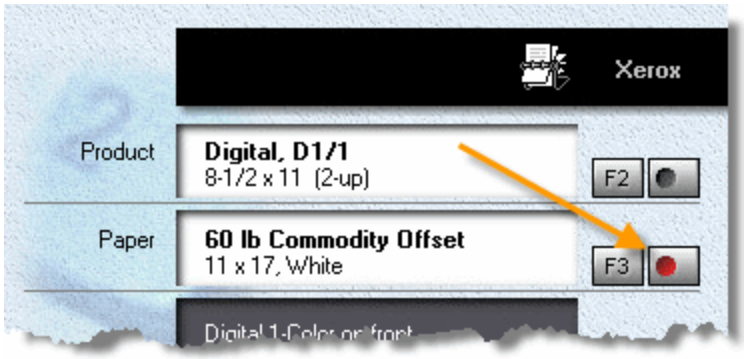

- Enter "Regency Text" in the ***Name*** field.
- Click the small button in the black panel (the one pointed to by the arrow) to change ***per 1,000*** to ***per 100 lbs***. Or, click on "We pay per ..." in the light gray panel.

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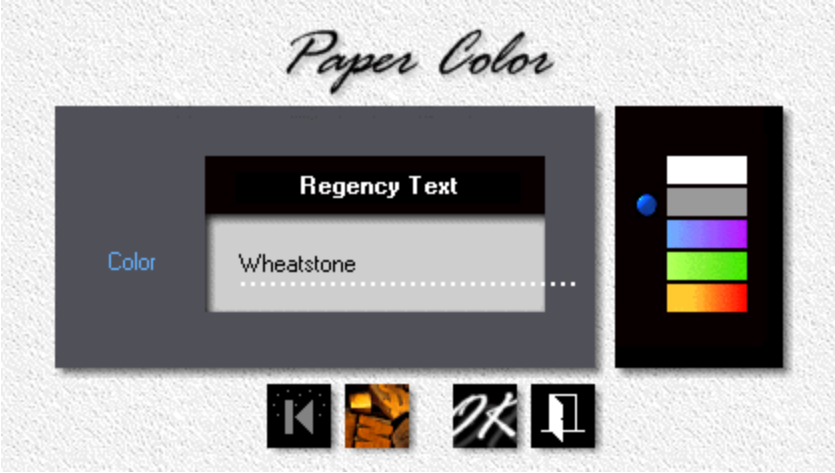
Click the ***Auto-Price*** button, then enter a cost of $228.00 in the 100 lbs bracket.

Note:

These are costs, not prices you charge you customers. With AutoPrice Lock ON, costs in the other brackets automatically adjust as you enter your cost in the one-carton bracket. Obviously, Morning Flight has no way of knowing what's in your vendor's price book, so don't expect those estimated bracket costs to be actual. They may be close enough for quoting 500 letterheads but not for 10,000 catalog sheets. We'll enter actual costs in step 9.

- Click the ***Sheet Size*** button. Double-click ***23x35 Long***.
- Click the **Weight/Type** button, then select ***Text*** and enter 70 lb. Click OK.
- Click the Color button. Enter "Wheatstone", then click the gray color bar in the palette if the ball isn't pointing to it already. Click OK.



- Click the ***Grain*** button. Select ***Full Size Short*** and ***Cut Size Short***. Click OK.

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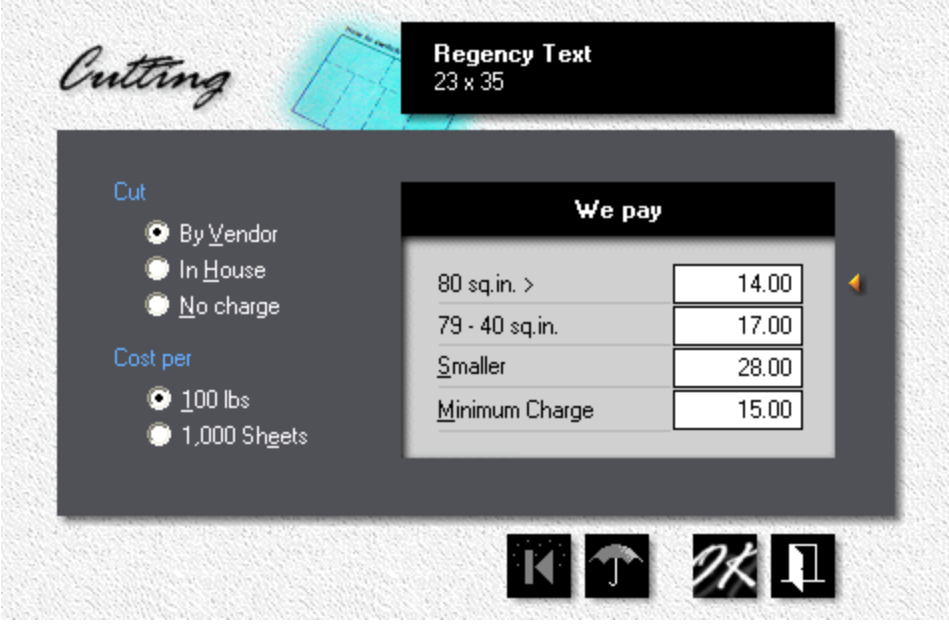
- Click the ***Cutting*** button. Select ***Cut By Vendor*** and ***Cost per 100 lbs***. Enter $14.00 for cutting 80 square inches or larger, $17.00 for cutting from 79 to 40 square inches. Click OK.



Click the ***Manual Pricing*** button. Enter $350.00 in the ***Colors, less than 100 lbs.*** bracket. Click OK to close the custom paper window.

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Note:

Morning Flight lets you enter paper costs in any conceivable configuration your vendor might be using in his price book. In the window below, left-clicking within the red circle will increase the number of cartons, right-clicking will lower it. Clicking anywhere else in the area pointed to by the arrow will change the bracket configuration. Be sure to match up your configuration with how the paper is sold by your vendor. Entering a cost for 100 lbs. when your configuration is set for 1,000 sheets will get you a bad quote in a hurry.

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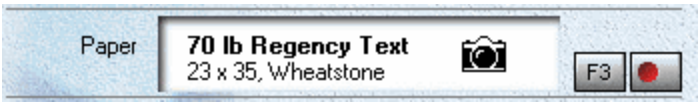
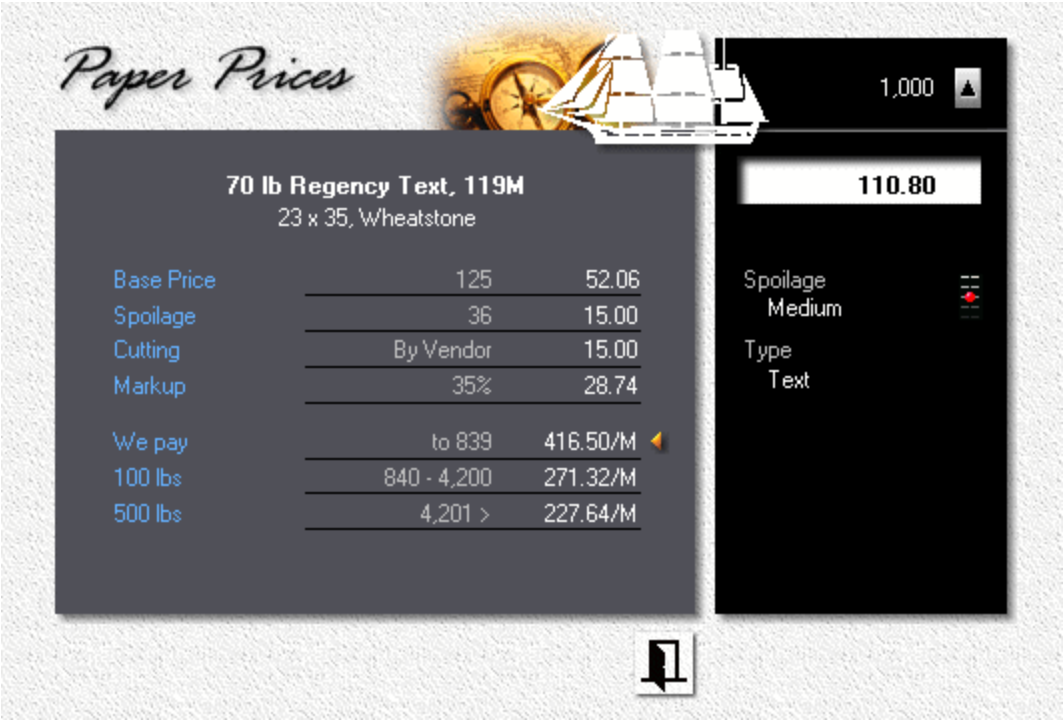
Zooming in



In the print quote window, click the white ***Paper*** panel to open a paper zoom window, where you can view the results of Morning Flight's behind-the-scenes calculations. The red indent on the ***Ctrl-F3*** button tells us this is custom paper.



5.12 Quoting Booklets

In every profession, some chores just naturally gravitate toward the bottom of the in-pile. They're the projects we approach with the same enthusiasm as filling out income tax forms or cleaning out the garage. In printing, that award goes to estimating the

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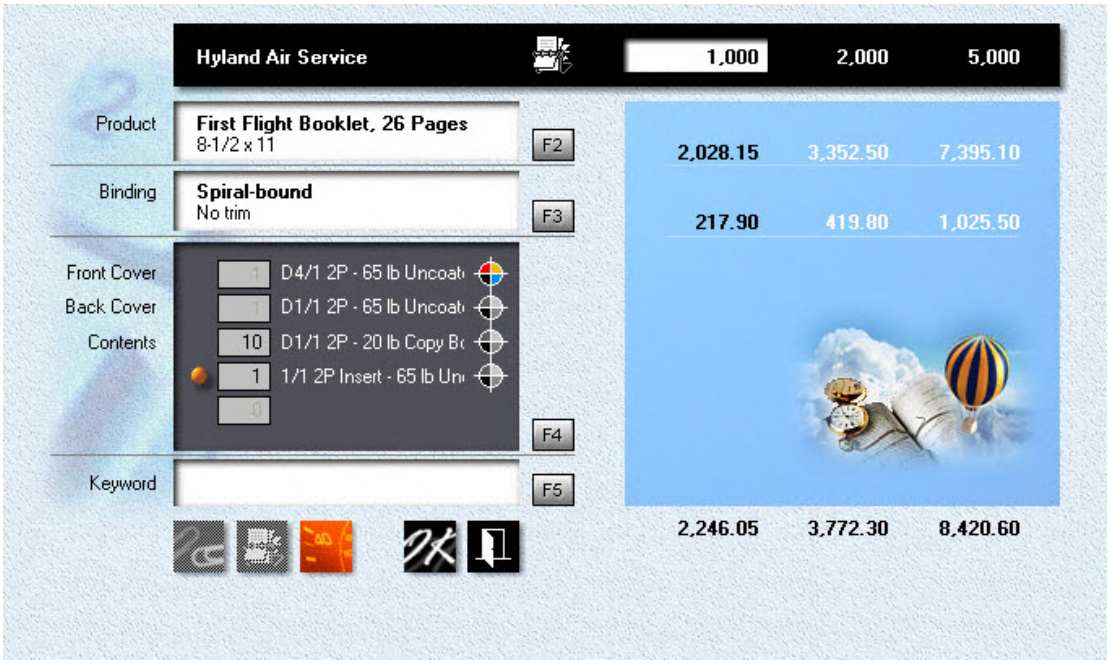
cost of booklets. I've never met a shop owner who was eager to sit down, reach for a calculator, and work up a booklet quote.

Thanks to Morning Flight's booklet module, that's now history. We've managed to squeeze the entire process into three simple steps:

1. Specify the size of the booklet.
2. Select the type of binding, including trim.
3. Gather up the cover and contents.

Pricing the cover and contents is basically the same as pricing letterheads and postcards. Except here, the sheet size has to precisely fit the size, type, and trim of the booklet. That part has become a walk in the park, because the booklet module will tailor the sheet size for you.

Does that mean pricing a booklet will now be the first project you'll want to tackle when you walk into the office on a Monday morning? Probably not. But neither will it be the last.



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Setting the Size and Type

From the main menu, click the ***Booklet Quote*** button.

- Click the ***F2*** button, then enter the ***Name***.

- Click the ***Book Size*** button and select 8-1/2x11 (or A4).

Note:

To change the booklet's format from portrait to landscape, enter the long dimension first, or just click on the size. The yellow bullet tells us it's landscape.

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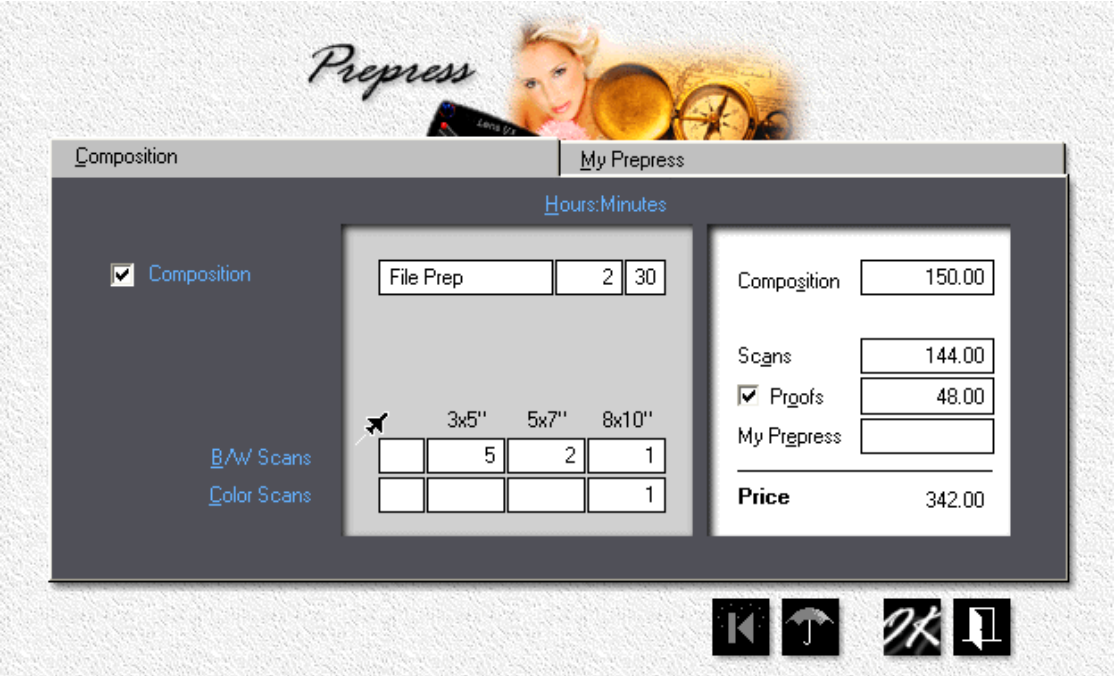
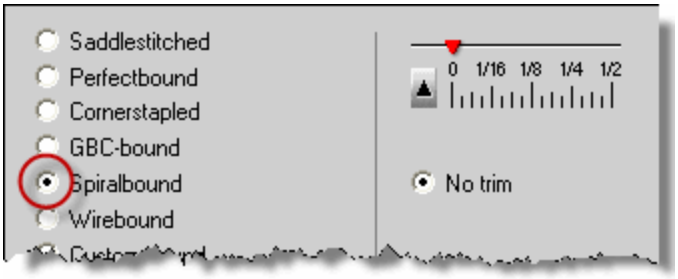
- Click the ***Prepress*** Button.



- Check ***Composition,*** then enter 2 hours and 30 minutes. Composition and other prepress charges entered here are for the entire booklet.
- Enter black/white and color scans as shown. The quick way is Jet-Entry: 521 in the *B/W Scans* box, and 001 for *Color Scans.*
- Check ***Proofs*** and enter $48.00, then click OK.
- Click OK to accept the product window.
- Back in the quote window, click ***F3*** and select ***Spiralbound.*** Click OK.



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Entering the Covers

Booklet covers fall into two categories: Folded covers for staddlestitched and perfect bound booklets, and flat covers for everything else. Regardless of type, the size of the cover is tied to the size of the booklet, so that's not something the program will let you change. What you can do, with folded covers, is print them 2-up by enlarging the press sheet. That will affect the price and press run, though not the page count. It's unlikely you'd want to wrap any booklet into more than one set of covers.

Flat covers, the type used for spiral, wire, and GBC bound booklets, are different. Here, when you make the press sheet big enough for a 2-up run, the program assumes you're going to cut the front and back covers out of the same press sheet. Consequently, the entry box for the back cover goes away, along with any back cover specs you may have entered.

- In the quote window, click ***F4***.
- Check ***Front Cover***, then enter any configuration suitable for a booklet cover.
- Check ***Back Cover,*** and enter the configuration for that.

Assembling the Contents

Each booklet can have up to three different containers for book pages. Let's assume most of the pages are printed in black ink. Those pages will all go into our first container. Color pages go into the second. And a reply card, an insert, gets dropped into the third. Just so you know, the sequence doesn't really matter.

- Check ***Contents 1***, then enter the configuration for inside pages printed in black ink.
- Check ***Contents 2***, and enter the configuration for inside pages printed in color. Let's make the press sheet size twice the size of the product so the signature will print 2-up.
- Click OK to close the window.
- Back in the quote window, you'll find entry boxes for each container. Enter 10 in the first box for *Contents*, 2 in the second. Those numbers tell the program how many signatures we're putting into each container. More specifically, how many

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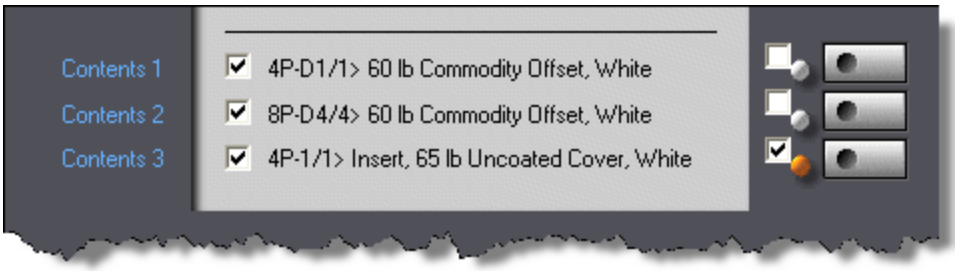
1-up, 2-up, or 4-up signatures with the same ink colors, and on the same paper, we need to print.

Adding an Insert

What's an insert, and how do we enter it? Inserts are reply cards, carbonless forms, things that don't meet the criteria for a standard book page. You can designate any container as an insert by checking the white bullet box. Two things happen when you do that. First, you're now free to pick any size. Second, you're locking in the page contribution: Four pages for saddlestitched and perfect bound inserts, two pages for spiral, wire, and GBC. That's different from signatures. There, when you double the size of the press sheet, you double the page contribution.

Let's assume you're quoting 1,000 saddlestitched booklets, 8-1/2x11. If "Contents 2" contained 11x17 signatures, those signatures would each contribute four pages. Increase the signature size to 17x22, and the page contribution for Contents 2 becomes eight (shown as 8P below). Morning Flight will maintain the press-run count for those signatures at 1,000. Had they been entered as a 2-up insert, the program would have reduced the press-run count to 500. At 2-up, that would still have given us 1,000 inserts.



- In the quote window, click ***F4***.
- First check a box next to a white bullet, then click the adjacent button.

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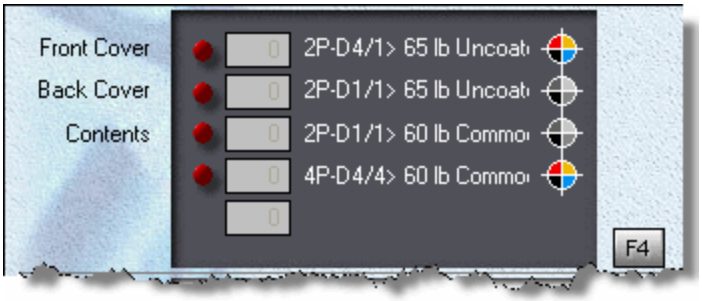
- Enter the configuration for the insert. A large postcard will do.
- Click OK to accept the book contents window.

To sum up ...

No matter how many up you run them, covers and inserts will always maintain the same page count: Four pages for saddlestitched and perfect bound booklets, two pages for everything else. Yet regardless of how the booklet is bound, signatures that are run more than 1-up *will* contribute more pages, effectively raising the page count for the entire booklet.

Oh, Phooey!



What do you get when you change the binding of your booklet *after* you've assembled the contents? That depends. If you're converting a wirebound booklet to spiralbinding or GBC, the original contents stay the same. The only thing that changes is the cost for putting it together. But go from a wirebound to a saddlestitched booklet, and you'll find yourself with a bucketful of ominous red bullets. Here is where Morning Flight's automation pays off in a big way.

Say you've quoted a wirebound 8-1/2x11 booklet and the customer now asks you to requote the same booklet, perfectbound.

- Open the wirebound quote for editing (see Changing a Quote).
- Click ***F3***. Select ***Perfectbound,*** with 1/8" trim on 3 sides. Click OK.
- Back in the quote window, click ***F4***.

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More red flags, but here's the good news. Morning Flight has already removed the back cover. For perfect binding, we need a one-piece wraparound. It has also tagged all invalid content (the buttons glowing in red). To make the process completely painless, the program has gone one step further: All offending pages have been pre-converted in the background, ready for you to accept as is, or modify as you see fit.

When you click the "Cover" button, you'll note that the size has increased from 8-1/2x11 to 11-1/4x17-5/8, to include trim and spine. What's more, the 8-1/2x11 cut-size paper was replaced with a 23x35 sheet. All that's left for *you* to do is click OK.

Did I mention Morning Flight takes care of the heavy lifting? I should have mentioned that.

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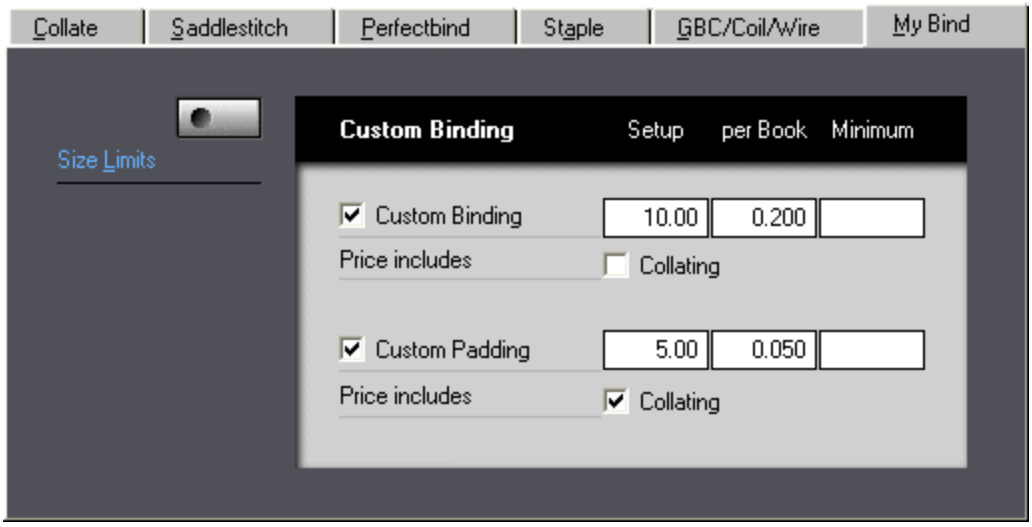
5.13 Quoting Custom Booklets

This topic describes how to quote a custom booklet. Booklets are never exactly alike, and in that sense, all can be called custom. In this chapter, the *custom* aspect relates to the type of binding, a type you had to create yourself because you couldn't shoehorn it into one of the pre-defined categories. Perfect examples: Adhesive tape binding and padding of non-standard carbonless sets (covered in detail under Quoting Custom Carbonless).



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Enabling Custom Binding

From the main menu, click the ***My Shop*** button.

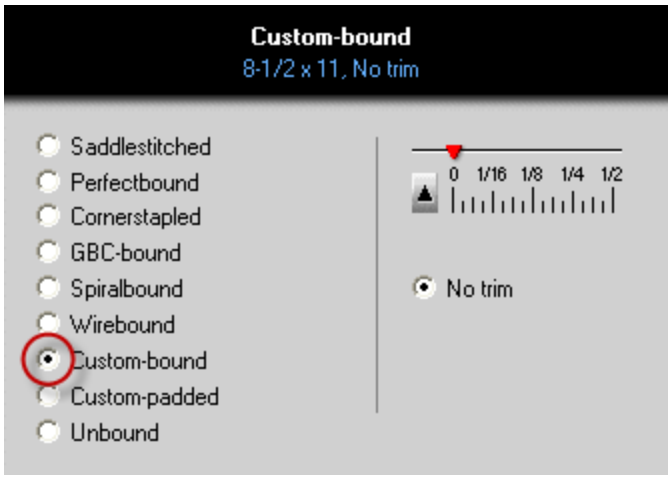
- In My Shop, click the ***Bookbinding*** button.
- Click the **My Bind** tab.
- Check ***Custom Binding*** and enter the binding price per book. Setup and minimum cost are optional.
- Check ***Custom Padding*** and enter the padding price per set. If that price includes collating, don't forget to check the ***Collating*** box.

Quoting Custom Binding

From the main menu, click the ***Booklet Quote*** button.

- Click the ***F3*** button, then select either ***Custom-bound, Custom-padded*** or ***Unbound.***

Note:
Trimming is available for saddlestitched and perfect bound booklets only.



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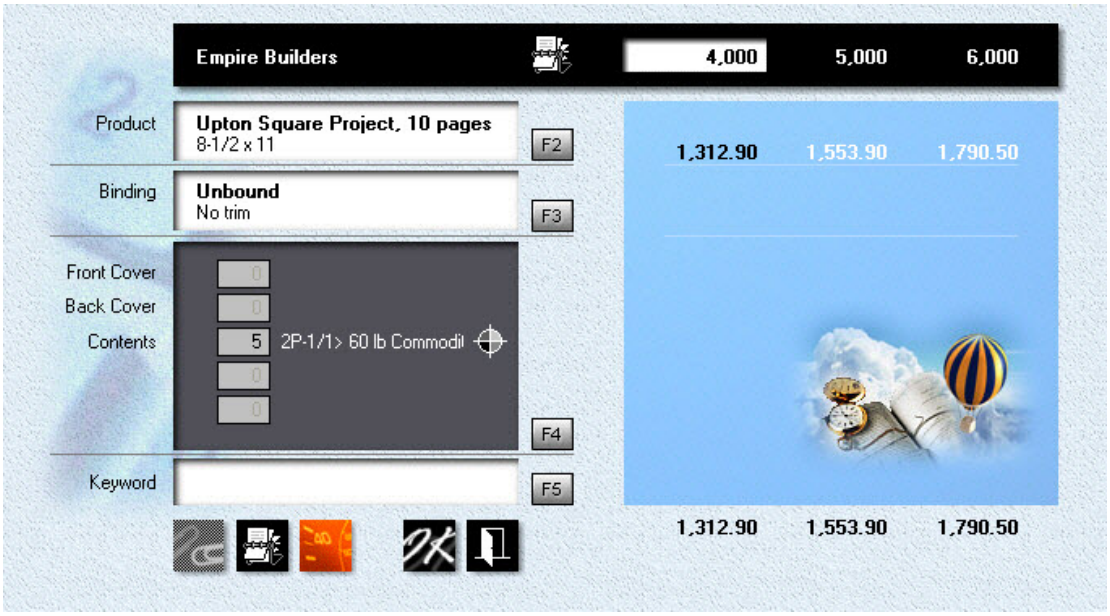
Unbound Booklets? How does that work?

Just when we thought we had included everything that could possibly be managed within the confines of a booklet, along comes one more variant: Unbound booklets. I'm serious! Read on.

Say you need to quote an assortment of items that may or may not be printed on the same type of paper, some produced by offset, some digitally, with shared ink colors. Just your average bottom-of-the-pile estimating project. With Morning Flight, it couldn't be simpler. Pretend it's a booklet, unbound, and let the booklet module consolidate everything: Paper, ink, setup charges. If you need to slide in the odd piece that wouldn't normally qualify as a bookpage, include it as an insert.

The pricing model is the same as the one used for spiral/wire/GBC, minus collating and binding. Just don't tell your customers it's a booklet!



Ink and setup charges are minor players in the copy and digital arena, but for offset, consolidation is kind of a big thing. Then there's the paper, regardless of the type of printing. Take a look at the example. Five different data sheets, 4,000 copies each. The booklet module automatically consolidates that into 20,000 sheets priced at the four-carton level, not five times 4,000 sheets at the price you would pay for a broken carton.

No question, when you look at the price difference, *it is* a big thing!

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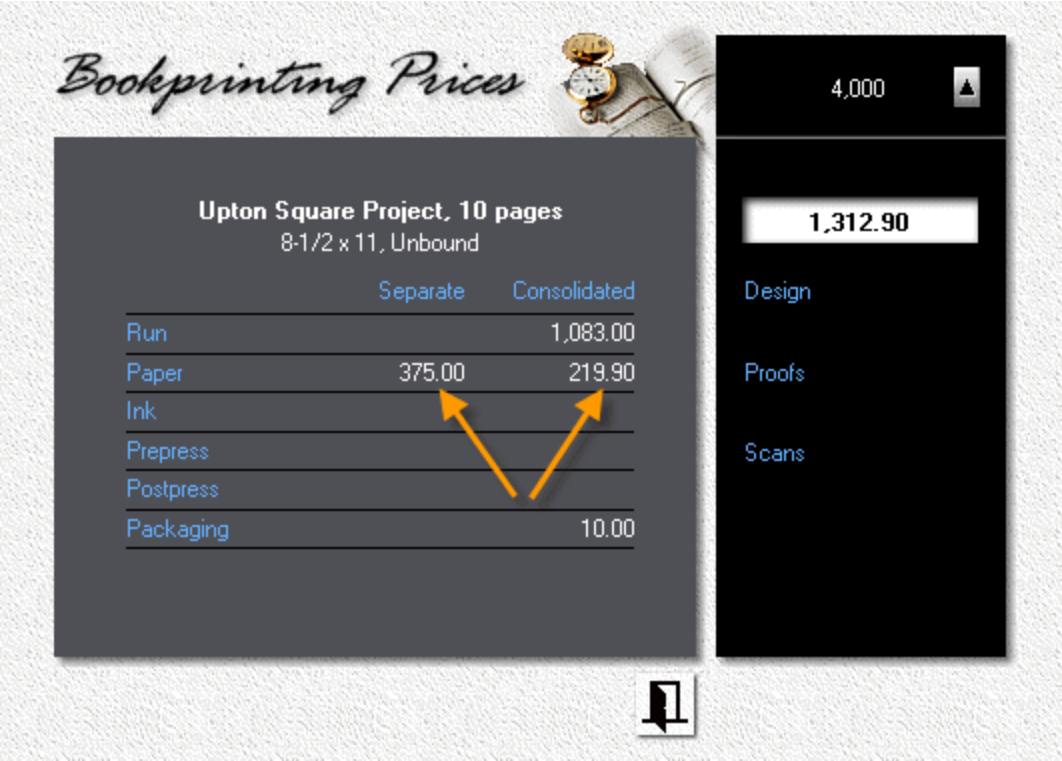

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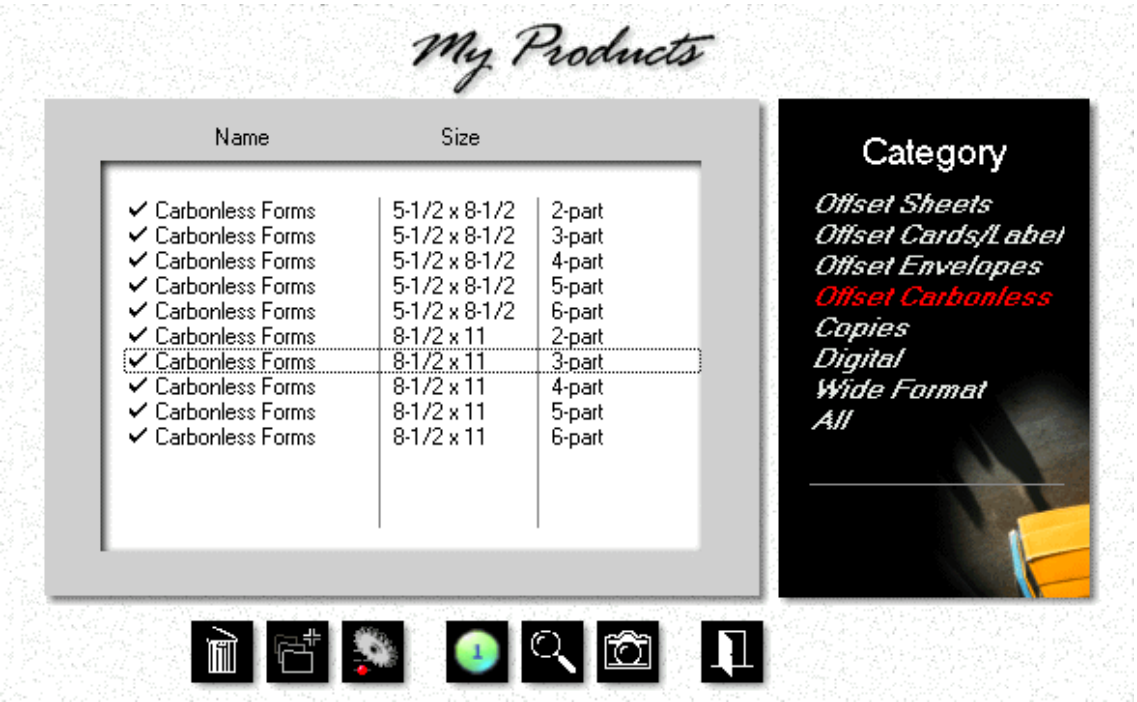
5.14 Quoting Carbonless

Just as e-mail has cut down on fax transmissions, forms software has taken a big bite out of carbonless. Why preprint a form when the computer can generate the form while it's entering its contents. Still, fewer carbonless forms being used is far from no carbonless forms being used, so Morning Flight lets you quote both precollated and (in the Express, Silver, Gold, and Pixelblitz editions) custom-collated sets.



Precollated Sets

From the main menu, click the ***Quote*** button.

- Click the ***F2*** button.
- In the black panel, click ***Carbonless***.
- Double-click ***Carbonless Forms, 8-1/2x11, 3-part***.

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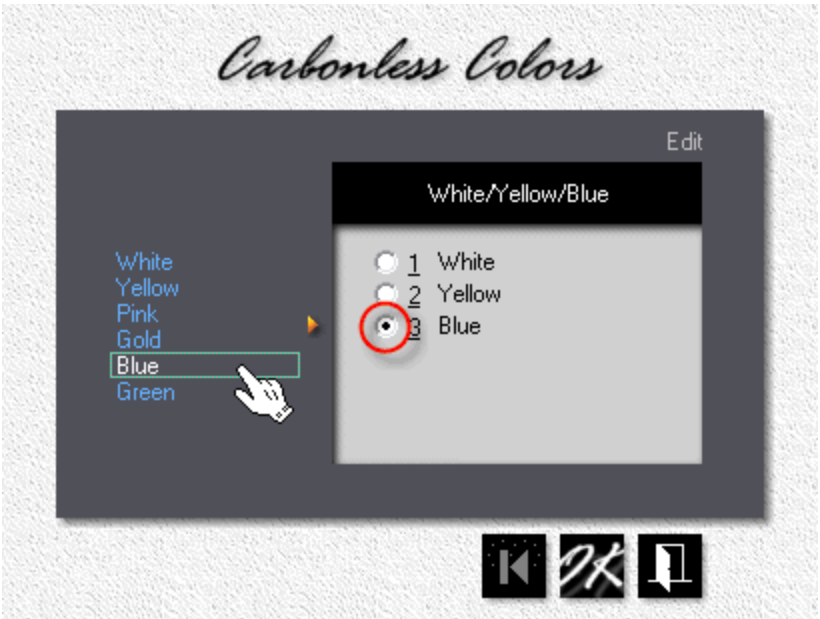
Note:

Morning Flight has automatically selected in-stock carbonless paper to match. To change the color sequence (for this quote only), continue with the steps below. If you normally buy precollated sets in a different color sequence, go to My Store > My in-Stock Paper and change the sequence there.

- Click the button to the right of the F3 button, or hold down the ***Ctrl-Key*** and press ***F3***.
- Click the ***Colors*** button.
- Click the third radio button, then click ***Blue*** in the list on the left. That will change the bottom sheet in the carbonless set from pink to blue.



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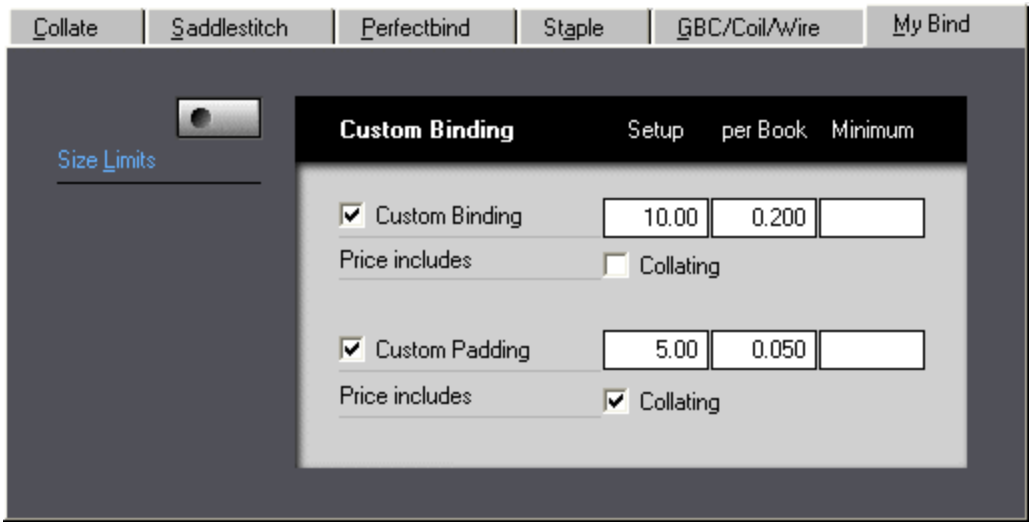
Note:

When you're changing the color sequence, you're switching from in-stock paper to custom paper and that will almost certainly change the price. What's more, the paper may not come precollated in the color sequence your customer has asked for.

5.15 Quoting Custom Carbonless

They're not booklets, technically, but custom carbonless forms fit the booklet mold like a glove. See for yourself. We have a front cover (coated on the back), a back cover (coated on the front), and one or more inside sheets (coated front and back). All glued together on one side. Call that what you will. From where I'm sitting, I see a booklet masquerading as a business form.



Enabling Custom Padding

From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Bookbinding*** button.

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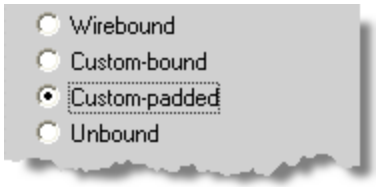
- Click the **My Bind** tab, then check ***Custom Padding*** and enter the padding price per set. If that price includes collating, don't forget to check the ***Collating*** box.

Quoting Custom Padding

From the main menu, click the ***Booklet Quote*** button.

- Click the ***F2*** button, then enter the ***Name*** of the form.
- Click the ***Book Size*** button and enter the size.

- In the booklet quote window, click the ***F3*** button, then select ***Custom-padded***.



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Assembling the Contents

- In the booklet quote window, click the ***F4*** button.
- Check ***Front Cover***, then click the button to the right of it and enter the top sheet (CB).
- Check ***Back Cover,*** and enter the bottom sheet (CF).
- Check ***Contents,*** then enter the sheets that make up the rest of the set (CFB).

Note:

If you follow the arrow, what do you see? ... No insert boxes! That's because all custom-padded covers and contents are considered inserts. In Morning Flight booklet parlance, what makes inserts different is that a 5-1/2x8-1/2 business form printed on an 8-1/2x11 press sheet will be treated as the same form two-up, not two separate forms coming out of the same sheet. In a carbonless set, you rarely find two or more sheets of the same color and coating. That makes it pointless to run different CFB parts on the same press sheet.

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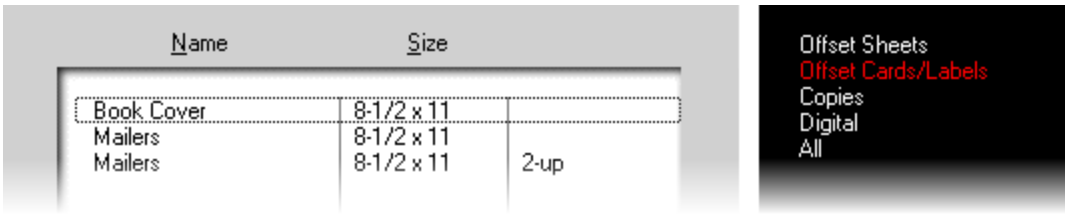
Adding a Backer

Depending on the thickness of the backer, select either a sheet or a card/label product if you're printing it by offset, a copy or digital product if not. Why the distinction for offset? The offset sheet category will only accept writing and text paper, the card category only cover/index/bristol. Copy and digital products are less discriminating.

You can use any paper that's appropriate for the product. Doesn't matter whether that paper has a carbonless coating or not. Custom-padded sets are considered booklets, so pretty much anything goes.



5.16 Quoting x-Up

When Morning Flight calculates a 5-1/2x8-1/2" business form 2-up, it assumes you'll be using a single original. In other words, the same form imaged twice on the same plate to double the yield. The press doesn't care whether the two images are different - makeready and run costs will be the same either way. Ditto for postpress. It's prepress where costs may differ, depending on how the film is generated.

Imagesetter

Film either outsourced or produced on an in-house imagesetter is commonly done full size. That makes the number of originals irrelevant. It doesn't matter whether you run the same form 2-up, or two different forms side by side. Morning Flight will charge for a full 9x12" film unit in either case.

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Camera

Here, things get murky. Most shops still using a camera will either cut the film in half before shooting an undersized original, or shoot two small jobs together and cut the film apart when it's dry. To price that 5-1/2x8-1/2" business form, the program will cut the 9x12" film in half and assume you'll step-and-repeat the image to get 2-up on the plate.

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Note:

Morning Flight calculates how many press sheets can be cut from the paper size, and how many product sheets fit on the press sheet. It does so independent of grain. If grain matters, it can be specified for both sheets. What if you want to override (reduce) the number of "ups" for the product? Say you want to print eight 3 x 4" two-sided cards on a 9 x 12 press sheet, work and turn. The program says 9-up which leaves out work and turn. The solution? Leave the paper size at 9 x 12 but reduce the press sheet to 8 x 12.

5.17 Quoting Work and Turn

Work and turn is a way to reduce plate and setup costs for two-sided, x-up printing. The technique is for offset only - copies and digital have no use for it. Even with offset, work and turn can't be preset ahead of time, as part of the product. You need to work up a quote or job order before you can flip the switch. The reason is simple. Not until you've entered the run configuration does the program know whether the job is two-sided.

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Seeing that W/T is missing from standard offset products, you'll have to start your quote with a custom version. Highlight the base product that will serve as a template. Then either click the custom product button pointed to by the arrow, or press Ctrl-F2 instead of F2. But first (there's always a *but first*), make sure you've selected two-sided printing (F4).

In the custom product window, select a press sheet large enough for two-up. If the base product allows for work and turn, the program will at that point automatically switch to W/T. If the base product does not (letterheads, to name one, because of watermark issues), the custom version of it would still allow W/T, but the program won't automatically switch to it. In that case, toggle W/T by either left-clicking where the hand is showing, or by clicking the properties button and then checking the W/T box.

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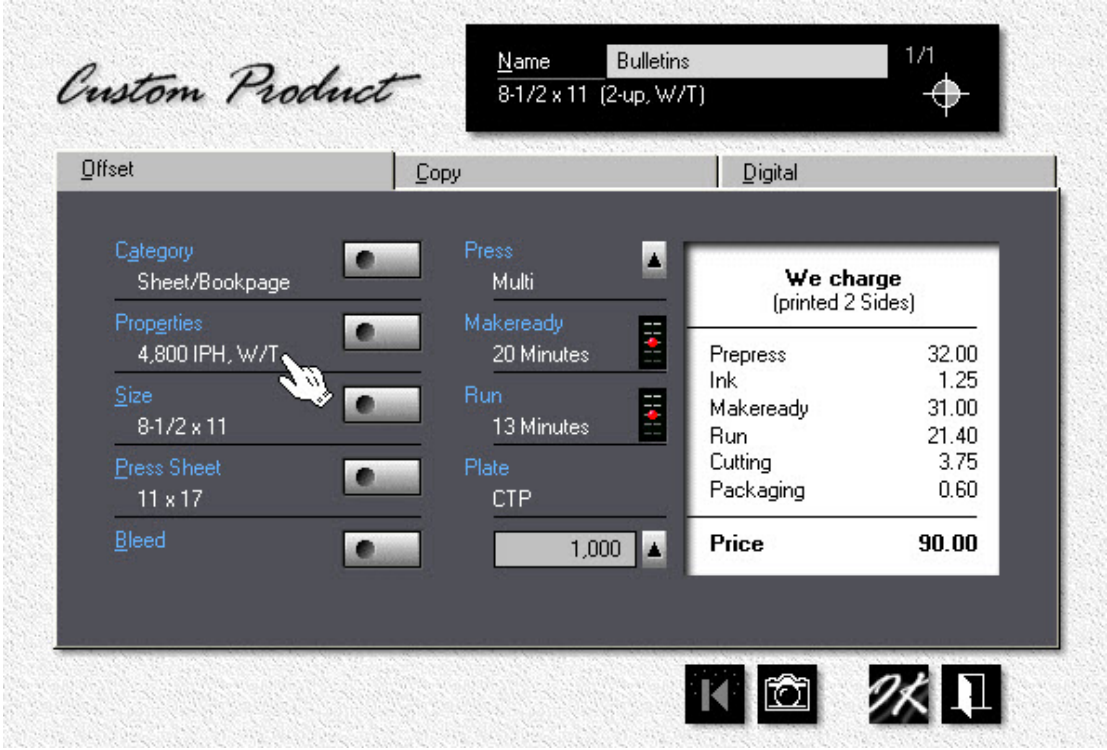

Note:

Just so you know, there's no price difference between a standard product and its custom sibling until the custom version has actually been customized. As long as the properties of the two stay the same, so do their prices.

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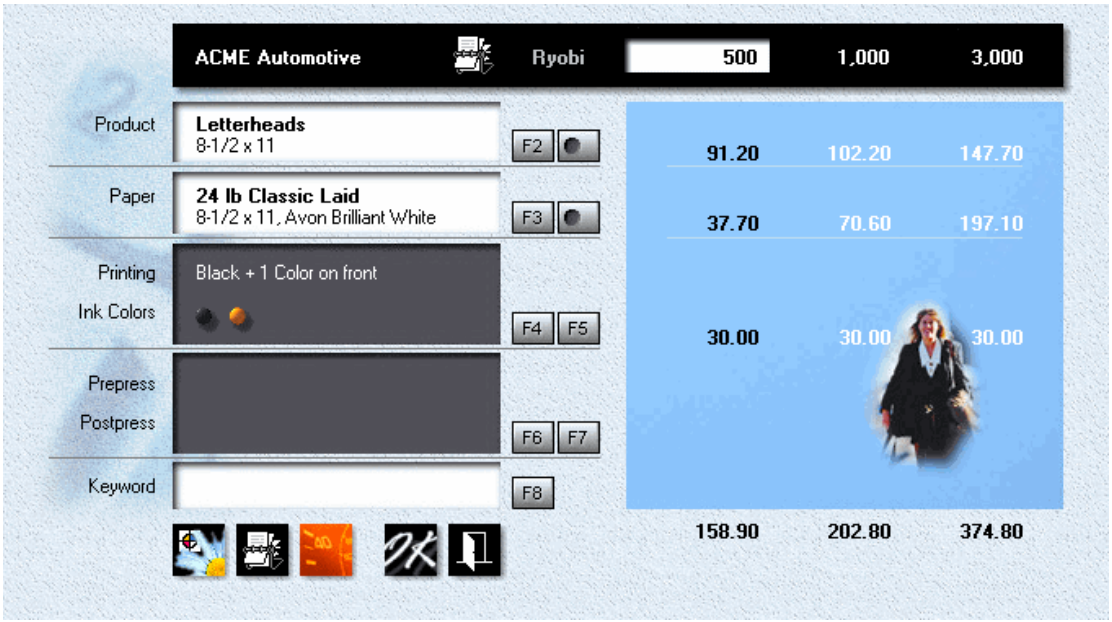
5.18 Adding Ink Colors

This topic describes how to change the run configuration and add ink colors for offset. With digital and copies, the choice of black versus color is built into the product.



Step by Step

From the main menu, click the ***Quote*** button.

- Click the ***F4*** button, then select ***Black plus Color***.

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- To make the run configuration on the back identical to the front, click the button in the black panel (the one pointed to by the arrow). Although front and back configurations will now be the same, the ink colors for the two sides can still be different.

Note:

If the button is missing, it means the product prohibits printing on both sides. Letterheads are a good example. The work-around is to make a new letterhead product named "Letterheads-2S," then, under properties, allow 2-sided printing.

To change the entry screen from front to back, click the ***Front/Back*** button in the black panel, or click the radio button where it says Front/Back.

- To increase or decrease the number of ink colors, click the ***up*** and ***down arrows***.

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- What happens when you click OK will depend on whether you're making a new quote and have yet to select ink colors, or have selected them but now want to change them. If no colors have been selected, the ink entry window will appear automatically. If you're editing, it probably won't, but you can *make* it appear by clicking the F5 button in the quote window. I say probably, because the window will appear automatically even during editing if you've changed the run configuration and now there are too few ink colors.

- To ***enter a color***, enter the PMS number (or HKS or FCS number depending on the color system you have in place), or click one of the silver buttons to pick the color from an ink selection window.
- To ***delete a color***, place the cursor in the entry field for that color, then click the ***Trash Can***.
- To change the ***Color System*** for individual colors from PMS to HKS or FCS, click where the hand is showing.

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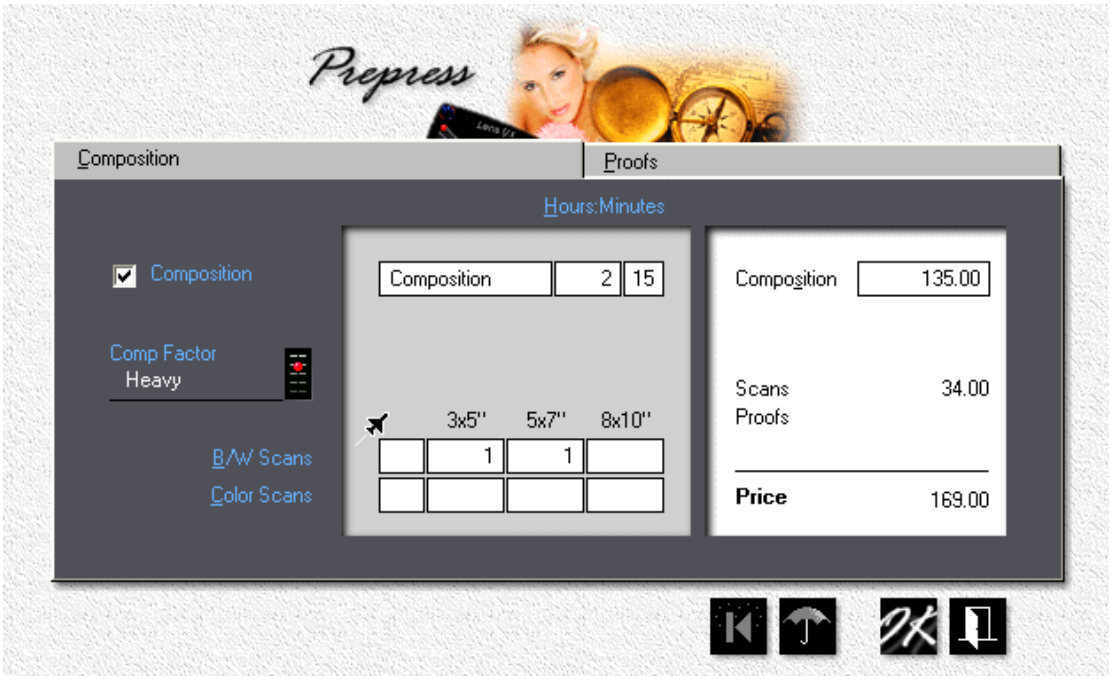
The Min number tells you how many colors you need. The Max number represents how many colors you can have. In this example, the quote could be for either black + one color, or just a one-color run, printed both sides.

5.19 Adding Prepress

This topic describes how to add prepress charges to offset, digital, and copy quotes and orders.



Step by Step

- In the print quote window, click the ***F6*** button.
- Check ***Composition***, then set the ***Comp Factor*** to heavy with the slider. Left-clicking moves the slider up, right-clicking moves it down.
- Enter 30 in the ***Minutes*** field to override the default of 15.

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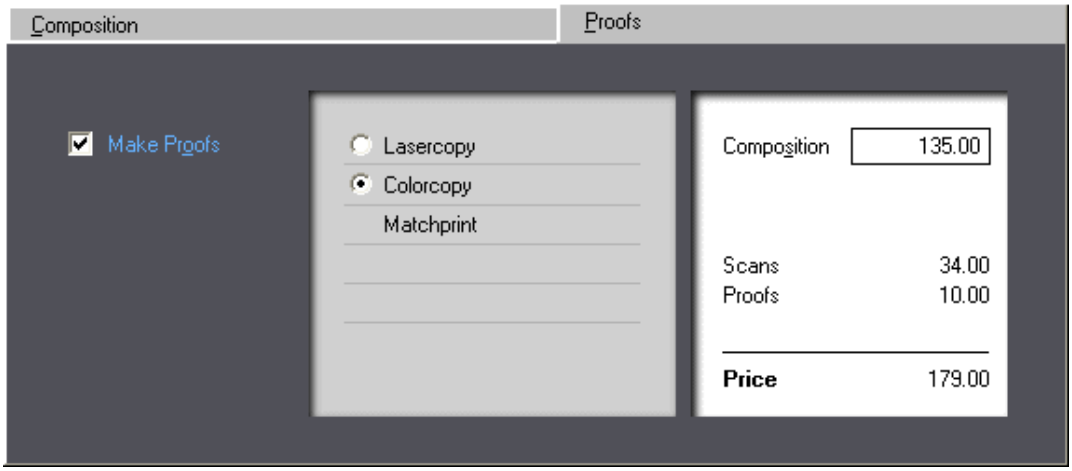
- Enter one 3x5" and one 5x7" black and white scan. The quick way to do that is to enter "110" in the Jet-Entry field (1 x 3x5, 1 x 5x7, and 0 x 8x10).
- Click the ***Proofs*** tab, then click ***Colorcopy***. If colorcopy proofs are unavailable, it means the job is printed in black ink.



Note:

Colorcopy and matchprint proofs are available only if checked in My Shop, and then only for color printing. For black, lasercopies are the only option. Proofs are not available for copies, where they're rarely called for.

Zooming in

To double-check your entries, click the ***Prepress*** row in the gray panel when the cursor turns into a camera.

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5.20 Adding Prepress to Booklets

This topic describes how to add prepress to booklets. Prepress charges are for the whole booklet, not for individual pages.

From the main menu, click the ***Booklet Quote*** button.

- Click the ***F2*** button, then click the ***Prepress*** Button.

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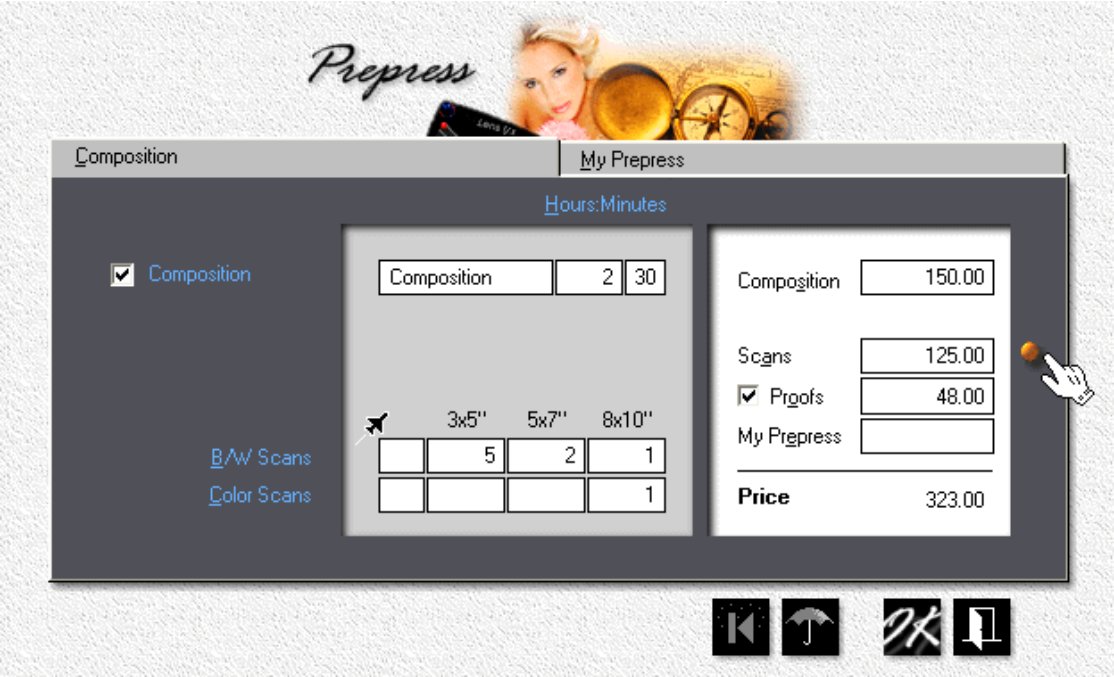

- Enter combined prepress charges for the entire booklet. Prepress is unavailable on individual bookpage entry forms.

  Note:

  Composition can be entered in either hours and minutes, or in the amount you want to charge. In the first method, Morning flight will calculate the price. In the second, the time. Scans are entered the usual way, but for booklets you can enter a combined total different from what the program has calculated. When you do, Morning Flight alerts you with a yellow bullet. Clicking the bullet will undo special pricing.

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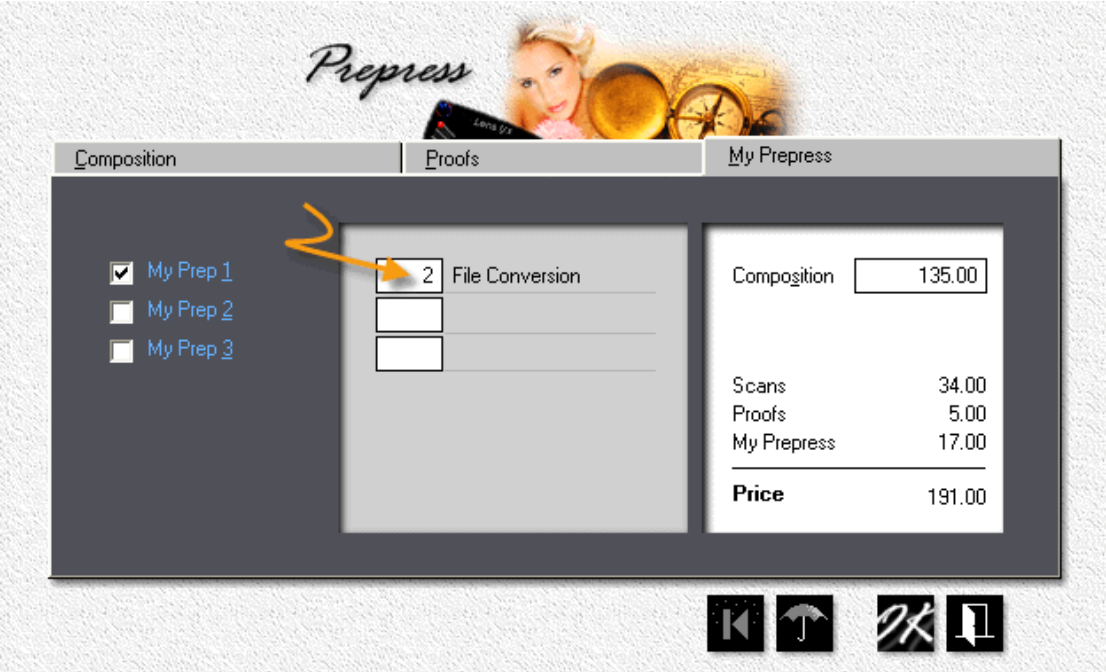
5.21 Adding Custom Prepress

This topic describes how to add custom prepress charges to offset, digital, and copy quotes.



Step by Step

From the main menu, click the ***Quote Printing*** button.

- Click the ***F6*** button.
- Click the ***My Prepress*** tab, then check ***My Prep 1***.

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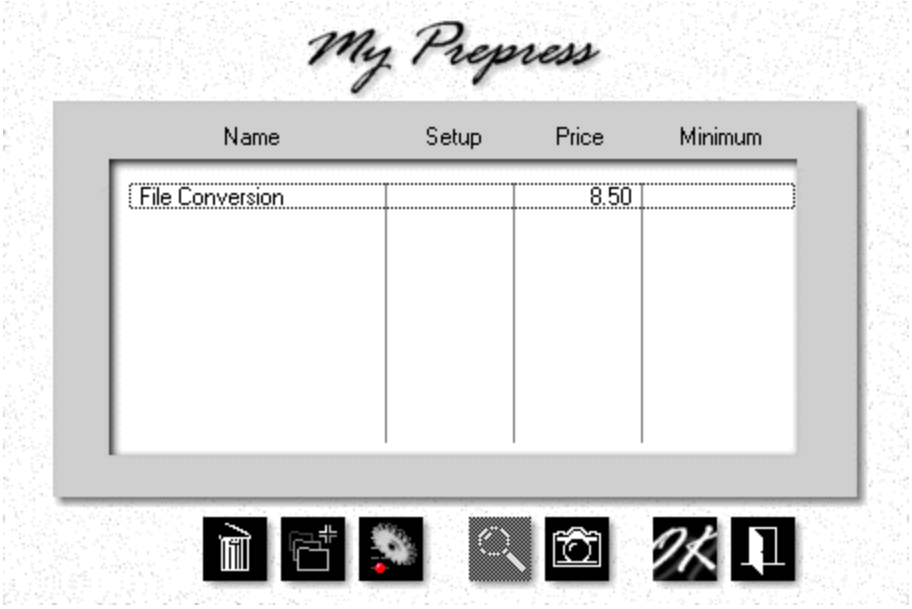

- Double-click the custom prepress item you would like to add to your quote.
- Back in the prepress entry window, enter 2 in the quantity box pointed to by the arrow.
- Click OK.

Note:

If the My Prepress window comes up empty, you can add a custom prepress item on the spot by clicking the add button. Any custom prepress item you create for this quote will be available for future quotes and orders as well.

5.22 Adding Postpress

This topic describes how to add postpress charges to offset, digital, and copy quotes and orders.

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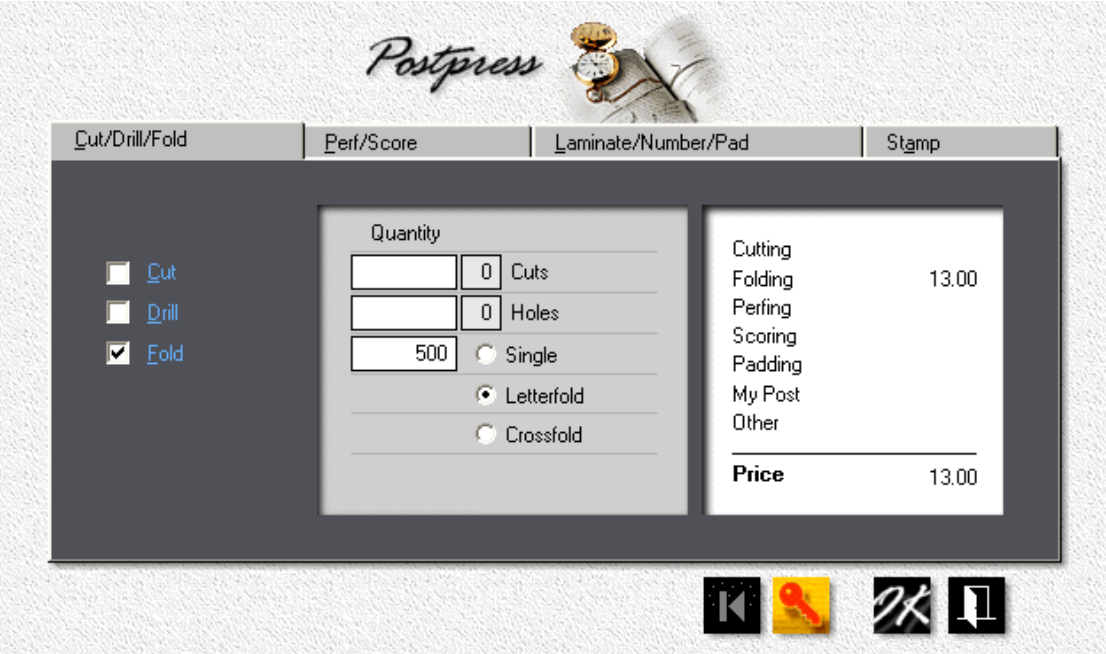

Step by Step

From the main menu, click the ***Quote*** button.

- Click the ***Quantities*** button or press F12.
- Enter 1,000, 2,500, and 5,000, then click OK.
- Left-click the first of the three quantity columns. That will make 1,000 the quantity for which prices are displayed in the postpress entry window.

- Click the ***F7*** button.

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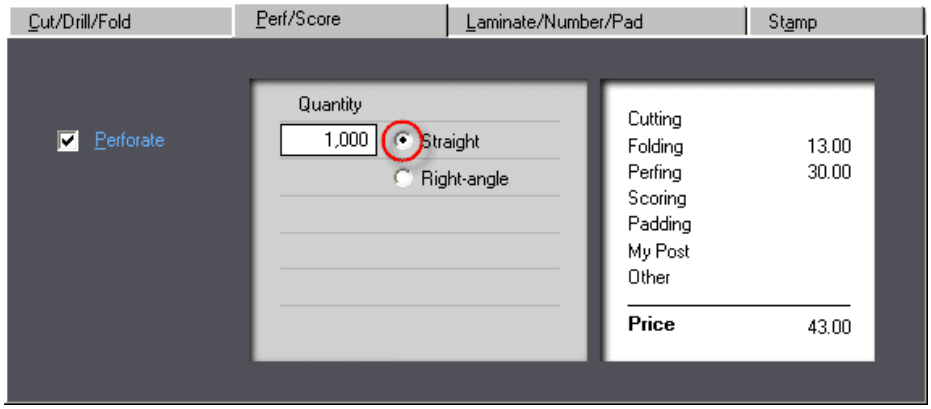
Select ***Fold***, then change the fold quantity to ***500***. You'll see the key turn red. That tells us that we have a ***Locked Quantity***. The customer wants only 500 sheets folded, the rest delivered flat.

- Click the ***Perf/Score*** tab, then select ***Straight***. If scoring is unavailable, it means we're printing on too thin a paper, less than cover-weight.



- Click the ***Laminate/Number/Pad*** tab, then check ***Pad***. We'll stay with the default of 20 pads, 50 sheets per pad, set for the 1,000 quantity.

Note:

Because we added padding, we can no longer have folding, that's now gone from the price display. Morning Flight knows you can't pad and fold at the same time. The program's automation, for the most part, does its work quietly and behind the scenes. This is one of the few times where it operates out in the open.

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- Click the ***Stamp*** tab. Select ***Foilstamp*** and new ***4x5" Die***, then click OK.

Note:

If the checkbox for a new die is unavailable, it means the job is being reprinted without changes.

Zooming in

In the quote window, click the ***Postpress*** row in the gray panel to double-check your entries. If an icon is shown in red, the quantity for that operation is locked. Here, only part of the run is being folded.

5.23 Adding Postpress to Booklets

This topic describes how to add postpress to booklets. Postpress for booklets differs from prepress in that you can charge for postpress on two levels:

- For the ***booklet*** as a whole. Drilling and round cornering a saddlestitched booklet, for instance. Book-level postpress is limited to user-defined *My Postpress'* items.

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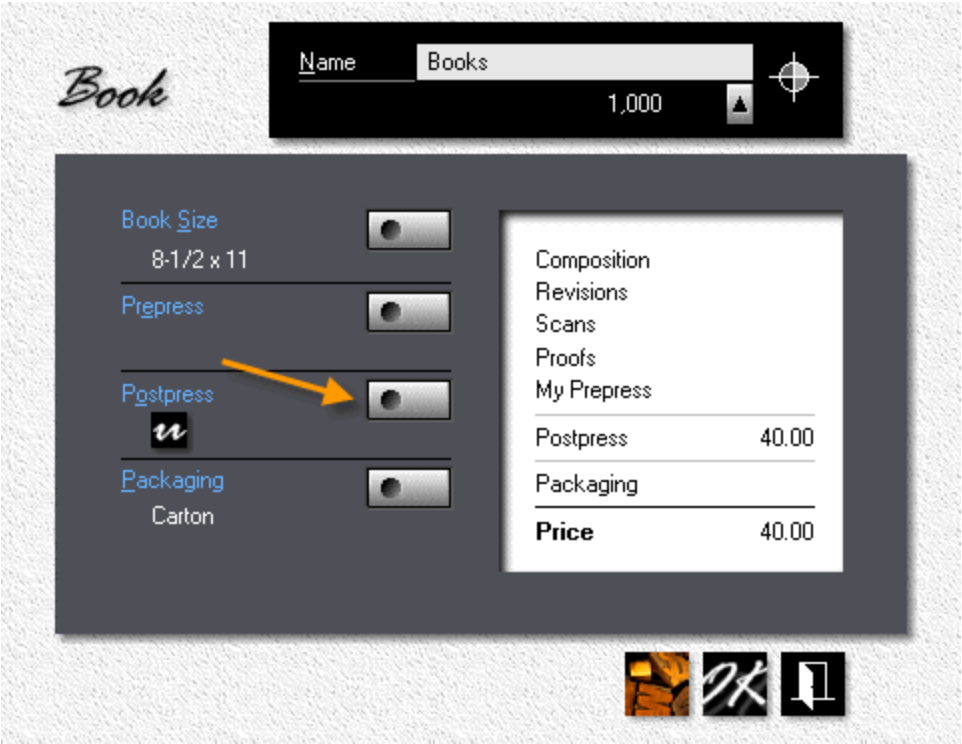

- For individual ***bookpages***. Foil-stamping the cover would be one example. You add page-level postpress as you define each bookpage (click F7).

Step by Step

From the main menu, click the ***Booklet Quote*** button.

- Click the ***F2*** button
- In the book window that opens, click the ***Postpress*** Button.

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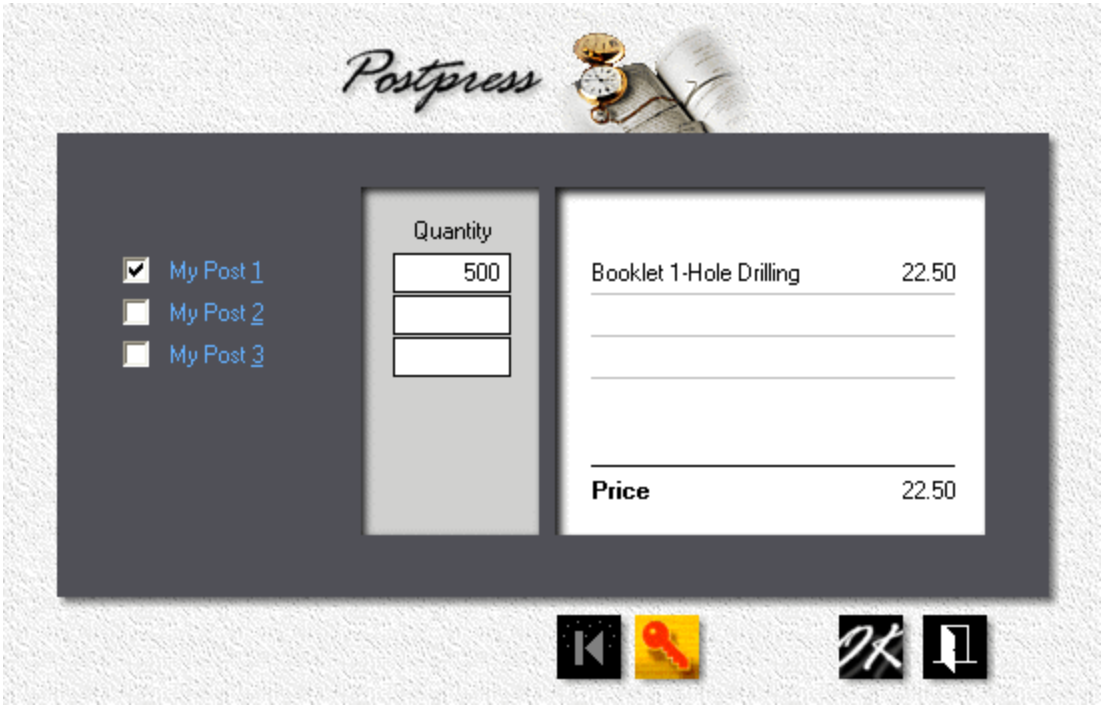
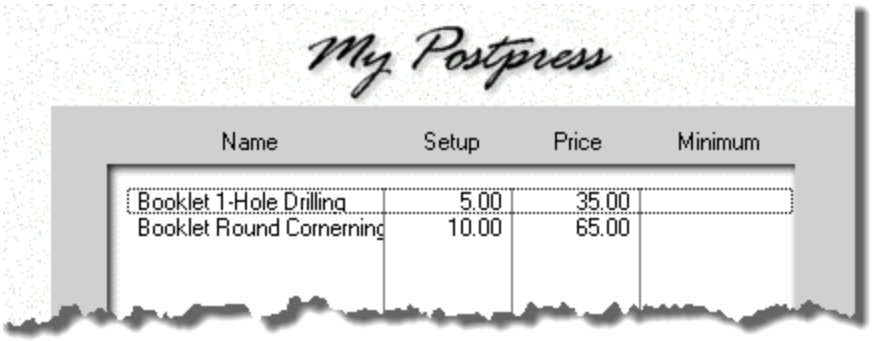


- Check ***My Post 1***.



- Select an item you have created earlier, or make a new one.
- Enter 500 in the quantity box.

Note:

Whenever you enter a partial quantity, the key button will light up. Clicking the button will restore the full quantity.

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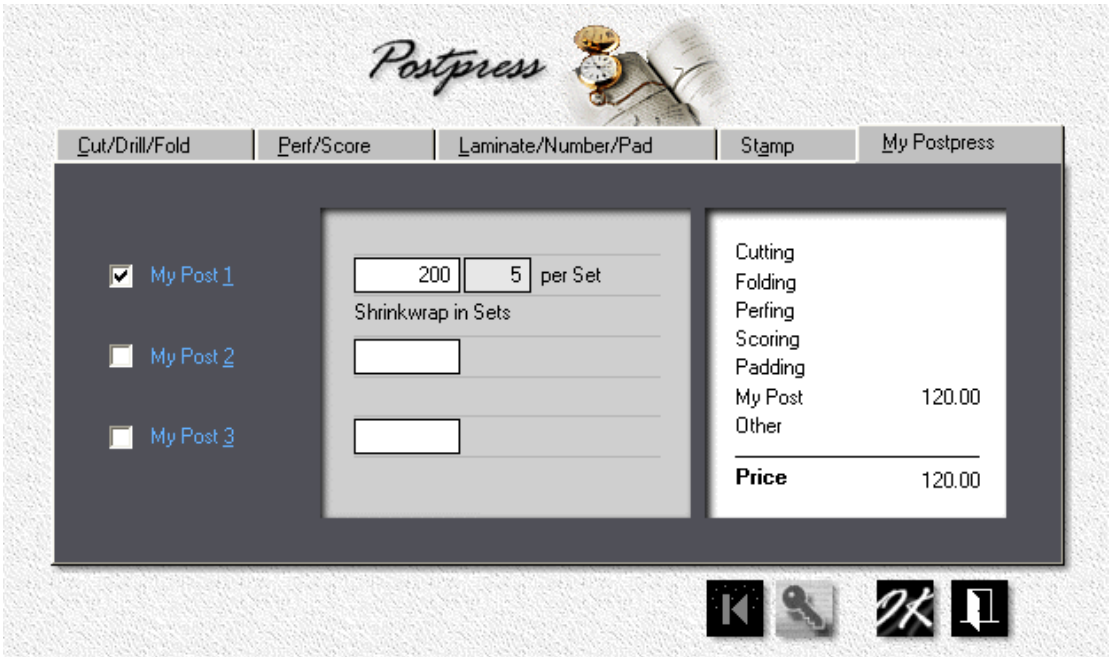
5.24 Adding Custom Postpress

This topic describes how to add custom postpress charges to offset, digital, and copy quotes.



Step by Step

- In the print quote window, click the ***F7*** button.
- Click the ***My Postpress*** tab, then check ***My Post 1***.
- Double-click the custom postpress item you want to add to your quote.
- Click OK.

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Note:

If the postpress selection window comes up empty, you can add a custom postpress item on the spot by clicking the add button. Any custom postpress item you create here will be available for future quotes and orders as well.

5.25 Adding a Note or Keyword

This topic describes how to add a note or a keyword to offset, digital, and copy quotes. Notes and keywords are both printed on price sheets, but only the keyword is printed on quote sheets. Keywords make it easier for your customer to identify a quote, and for you to find it. Much easier, in fact, if you've submitted scores of quotes to the same customer.

A time-saver best discovered beforehand.

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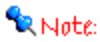
From the main menu, click the ***Quote*** button.

- Click the ***F8*** button.
- Enter a Keyword and/or Notes, then click OK.



Notes are for internal use only. If you want to include a note to the customer, AND you're not giving the customer a courtesy discount (or making up for gratuitous aggravation with a surcharge), there's no reason why you can't send out a price sheet. The only difference between quote sheets and price sheets is that quote sheets reflect discounts and surcharges.

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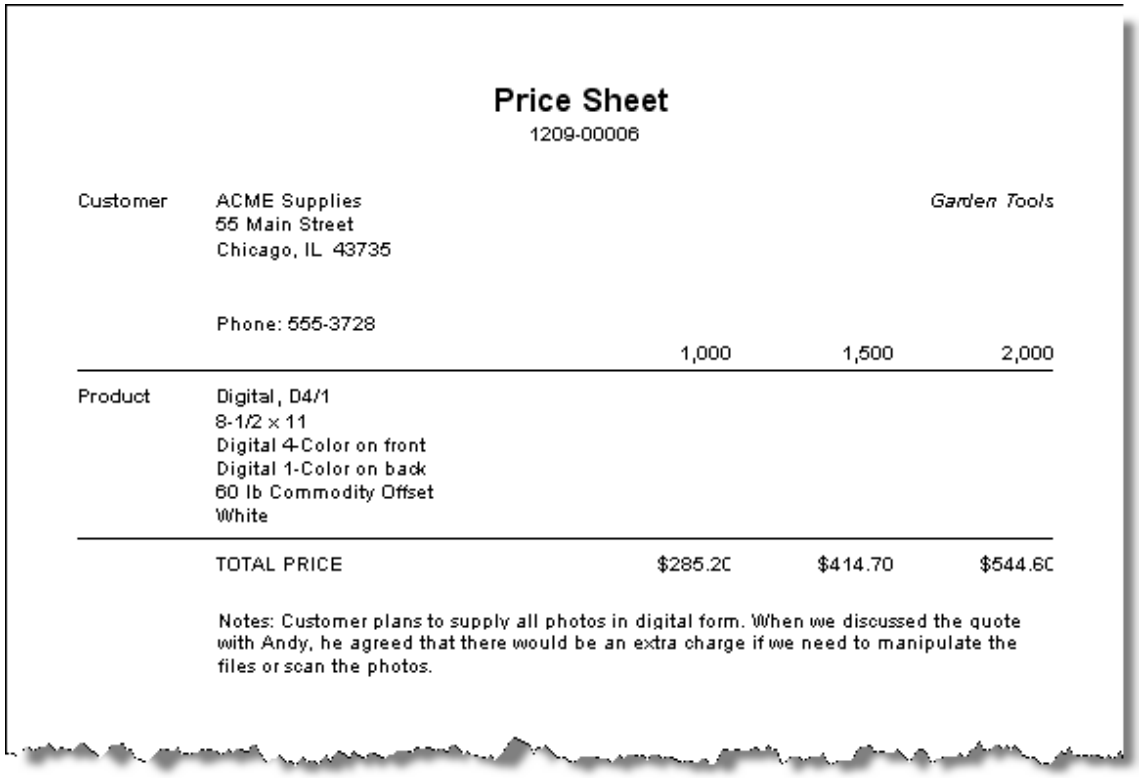
The Result



Price Sheet
1209-00006

Customer	ACME Supplies 55 Main Street Chicago, IL 43735 Phone: 555-3728			*Garden Tools*
		1,000	1,500	2,000
Product	Digital, D4/1 8-1/2 x 11 Digital 4-Color on front Digital 1-Color on back 60 lb Commodity Offset White			
	TOTAL PRICE	$285.20	$414.70	$544.60

Notes: Customer plans to supply all photos in digital form. When we discussed the quote with Andy, he agreed that there would be an extra charge if we need to manipulate the files or scan the photos.

5.26 Changing a Quote

This topic describes how to find and edit a quote. If you know its ID number, you can import and edit the quote right from within the print quote window. Select ***Quote Price > Quote Printing***, then click the Rolodex button at the bottom of the quote window.

That probably won't happen often. You normally have to search for the quote before you can edit it. In that case, select ***Quote Price > Edit Quote*** to open the price sheet selection window.

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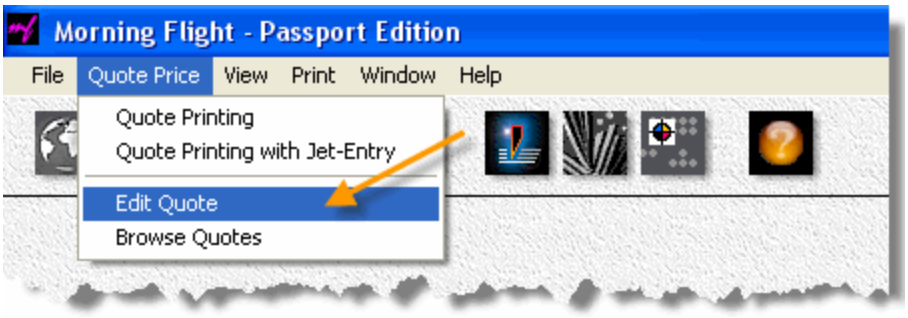

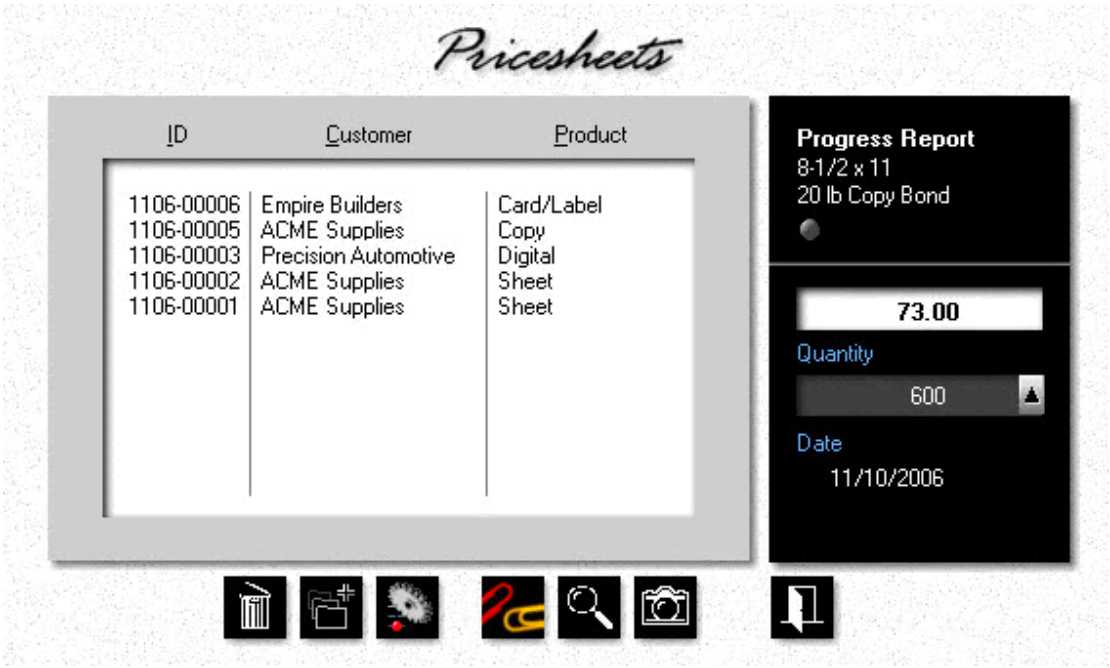

The ***Update*** button does what you would expect it to do, it opens the ***Edit Print Quote*** window.

The ***Paperclip*** button is unique to this window. It copies the highlighted price sheet to the Windows clipboard. When you open the ***New Print Quote*** window and there is a price sheet in the clipboard, an identical button there will let you paste in a copy. Not for editing, but as a template from which to make another quote.

To search for a quote for a specific customer, place the highlight bar over that customer in the price sheet selection window, then click the ***Find*** button.

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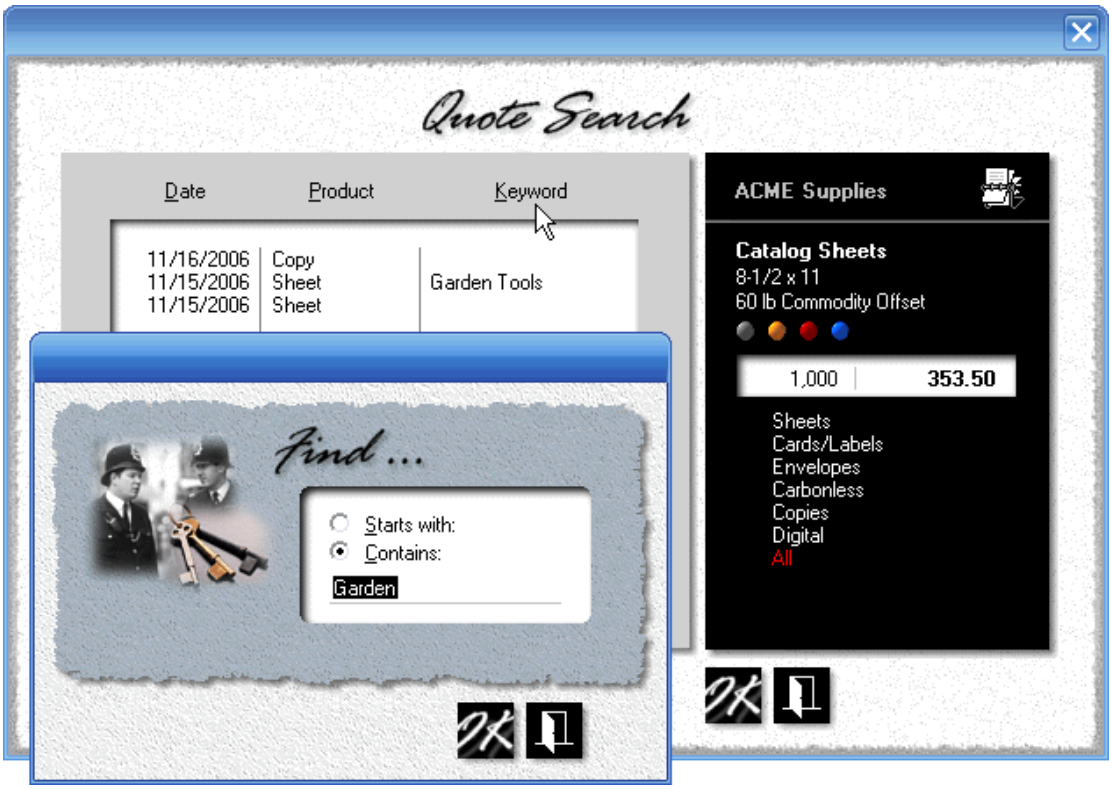
Wrong customer? Click the ***Rolodex*** button in the upper right corner of the quote search window.

Too many quotes to look through for the same customer? Click on a specific ***Product Category*** to narrow the search to that category.



The quote search window comes with its own ***Find*** button, one that let's you search for a ***Keyword***. If you write more than a few quotes a week for the same customer, keywords are a powerful search tool. To add a keyword or a comment to a quote, press the ***F8*** button in the quote window.

Note:

Neither the paperclip button nor the Rolodex button are available when we change a quote. The paperclip button pastes a copy of another quote from the Windows clipboard, but that's for making new quotes only. The Rolodex button would import a quote for editing. Except, we're already editing!

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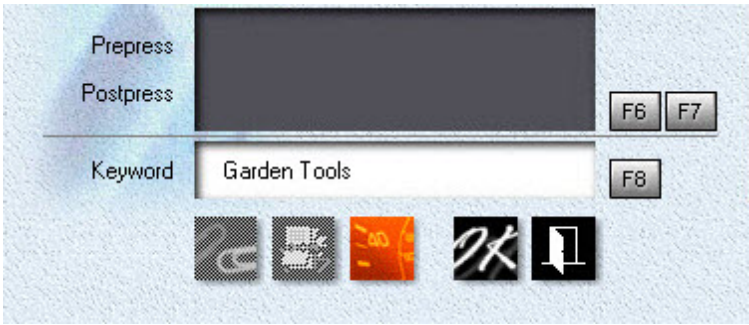
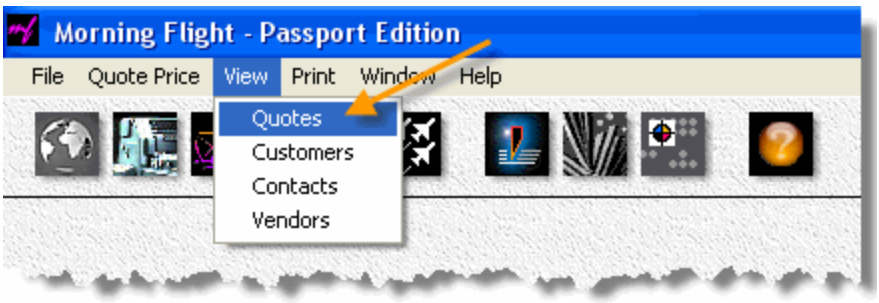


5.27 Viewing Quotes

When is a price sheet not a price sheet? When the title says it's a quote sheet. The two may look the same, but there the similarity ends.

Price sheets are designed for internal use, quote sheets can be mailed or faxed to the customer. Price sheets (and time sheets) always show the actual prices calculated by Morning Flight. Quote sheets reflect discounts or surcharges that some customers may have earned themselves along the way. Finally, price sheets can come with internal notes, quote sheets always exclude them. So, yes, there are significant differences.



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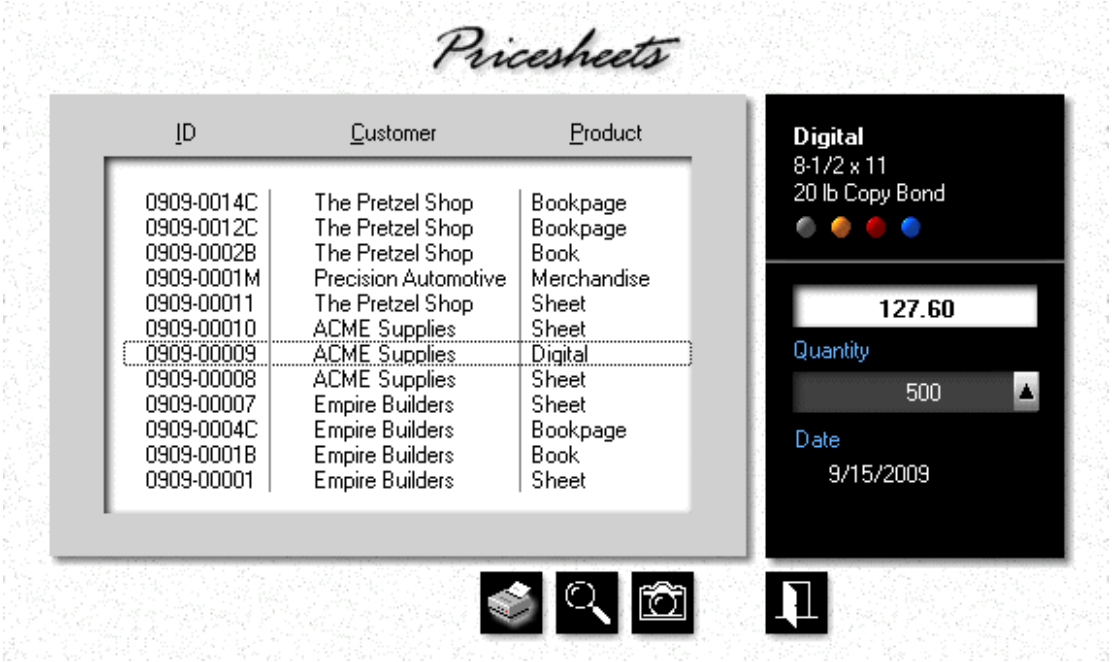

In the quote view window above you get a mini-zoom version of the quote without ever having to leave the window. The product description, paper name, ink colors, and all three quantities and prices are always in full view in the black panel. The display updates as you browse. For an even closer look,

- Click the ***Camera*** button to open a full zoom window for the highlighted quote.
- Make sure ***Preview Printing*** is ON in ***My World > My Preferences***. Click the ***Print*** button to see what the printed ***Price Sheet*** would look like, then close the preview window without actually printing the sheet.
- Swipe the cursor over the black panel. When it turns into a clock, click to see a preview of a printed ***Time Sheet***.

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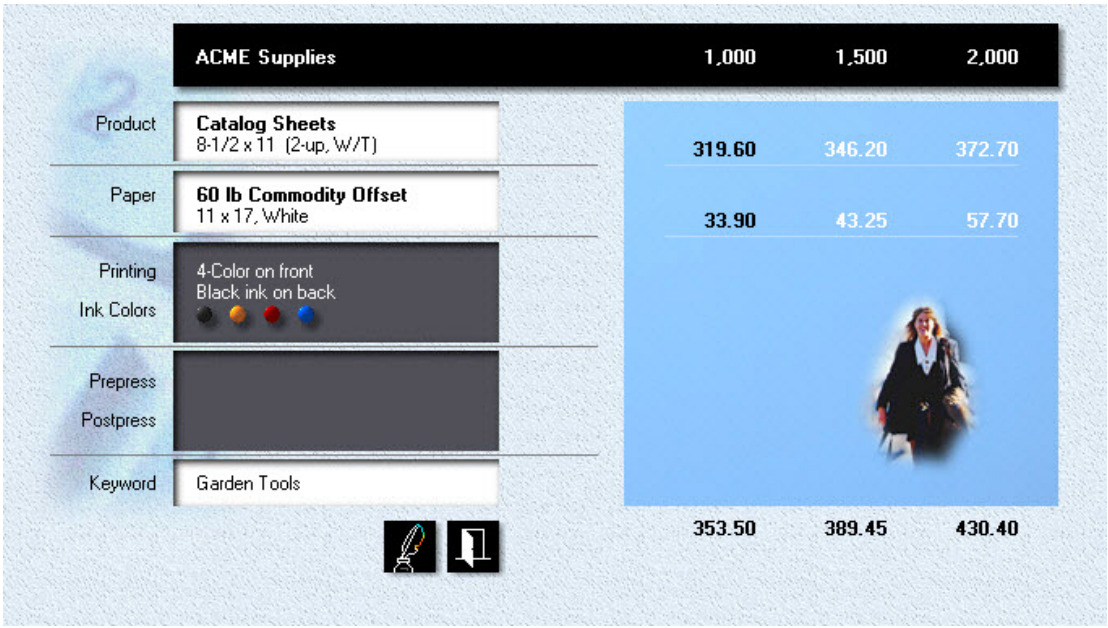

Zooming in

Whenever you see the cursor turn into a ***Camera***, as it does here in the paper panel of the full zoom window, click to drill down for a closer look. Once there, click the ***up arrow*** to view all three quantities.

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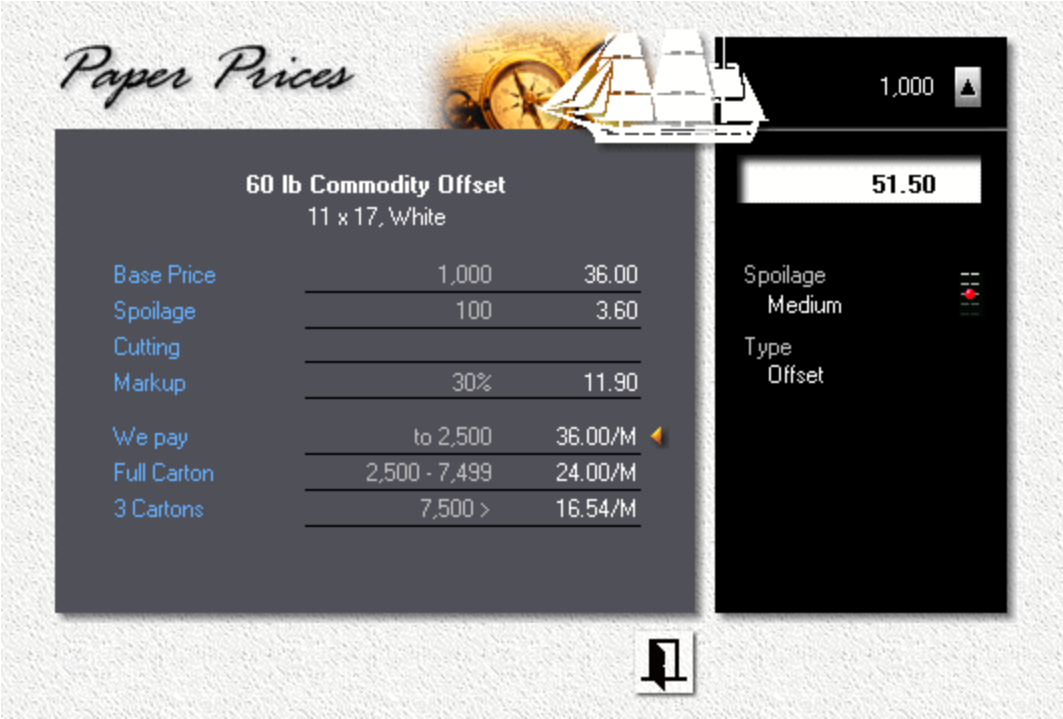
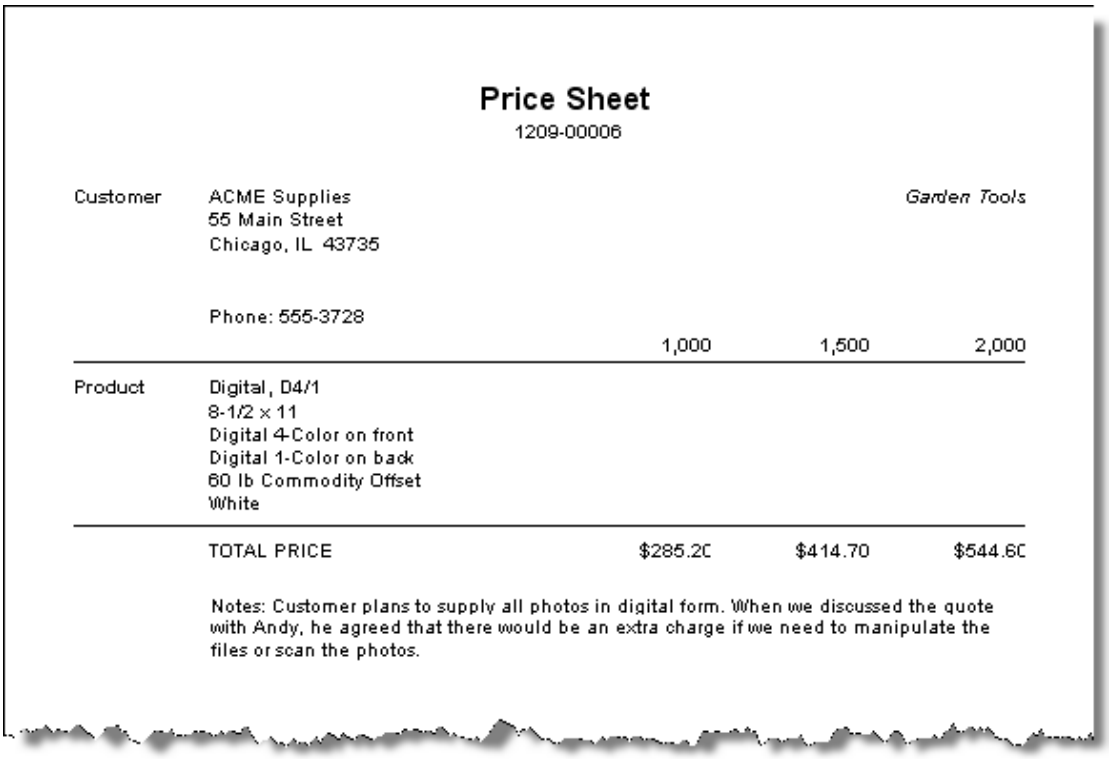


Print Preview



Price Sheet
1209-00006

Customer ACME Supplies
55 Main Street
Chicago, IL 43735

Garden Tools

Phone: 555-3728

		1,000	1,500	2,000
Product	Digital, D4/1 8-1/2 x 11 Digital 4-Color on front Digital 1-Color on back 60 lb Commodity Offset White			
	TOTAL PRICE	$285.20	$414.70	$544.60

Notes: Customer plans to supply all photos in digital form. When we discussed the quote with Andy, he agreed that there would be an extra charge if we need to manipulate the files or scan the photos.

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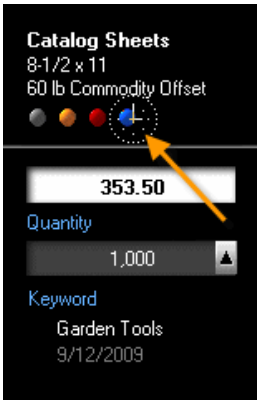
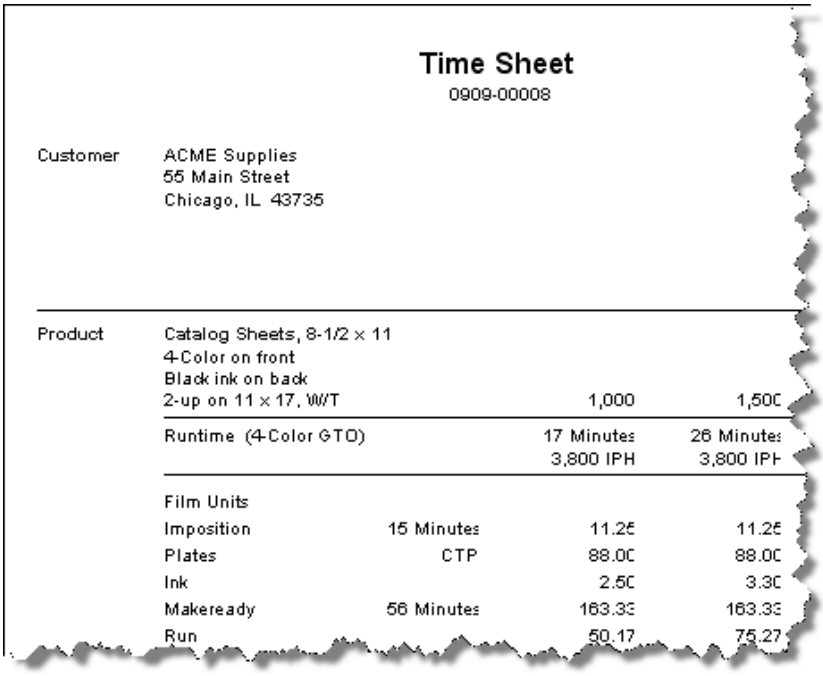


Time Sheets, by their very nature, are for internal use only. For a print preview, swipe the cursor over the black panel. Click when it turns into a clock.



Time Sheet
0909-00008

Customer ACME Supplies
55 Main Street
Chicago, IL 43735

Product	Catalog Sheets, 8-1/2 x 11 4-Color on front Black ink on back 2-up on 11 x 17, W/T		1,000	1,500
	Runtime (4-Color GTO)		17 Minutes 3,800 IPH	26 Minutes 3,800 IPH
	Film Units			
	Imposition	15 Minutes	11.25	11.25
	Plates	CTP	88.00	88.00
	Ink		2.50	3.30
	Makeready	56 Minutes	163.33	163.33
	Run		50.17	75.27

5.28 Printing Quotes

I recall a memorable episode of the television series M.A.S.H., where Hawkeye and B.J. were instructed by radio how to defuse a bomb. Step four, I think, is when they were told to cut the red wire. After a tense 30 seconds, step five began with "but first ..." Luckily, the bomb turned out to be harmless, filled only with propaganda flyers.

Viewing quotes and printing them go hand in hand. If you're unclear about price sheets, time sheets, and quote sheets - what they are and how they're meant to be used - the previous topic of ***Viewing Quotes*** would be a really good "but first" place to go visit.

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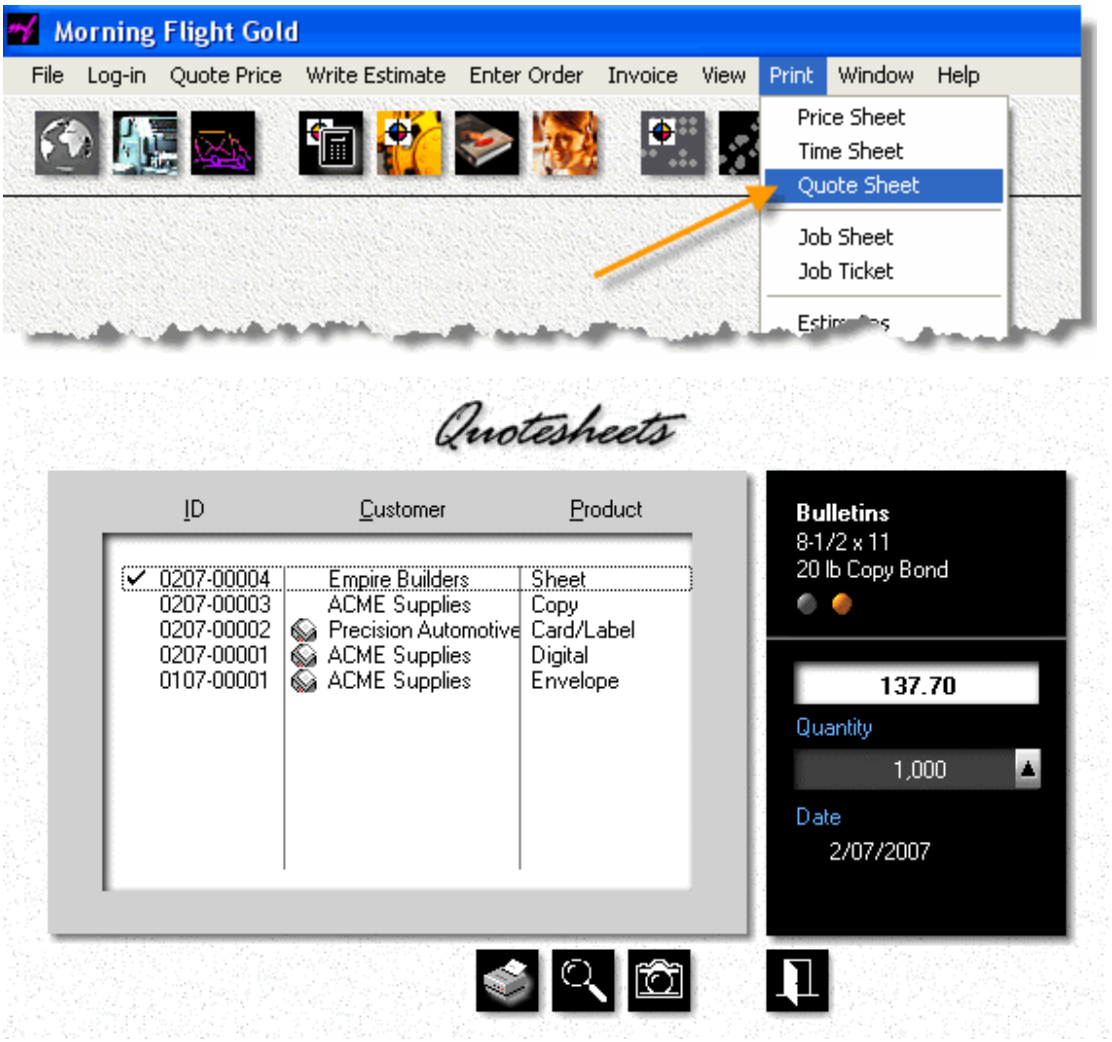

The quote print window opens with the most recently entered quotes pre-selected. These could be price sheets, time sheets, or quote sheets, depending on which type you selected in the pull-down menu. A printer icon in front of the customer's name shows the quote was printed at least once before.

- Click the ***Camera*** button for a print preview of the highlighted quote.
- Click a quote to include it in the to-be-printed list. Click again to exclude it.
- Click the ***Print*** button to print the checked quotes all at once.

Note:

Because clicking an item will select or de-select it, use the up and down keys to highlight a quote before you use the camera button to preview it.

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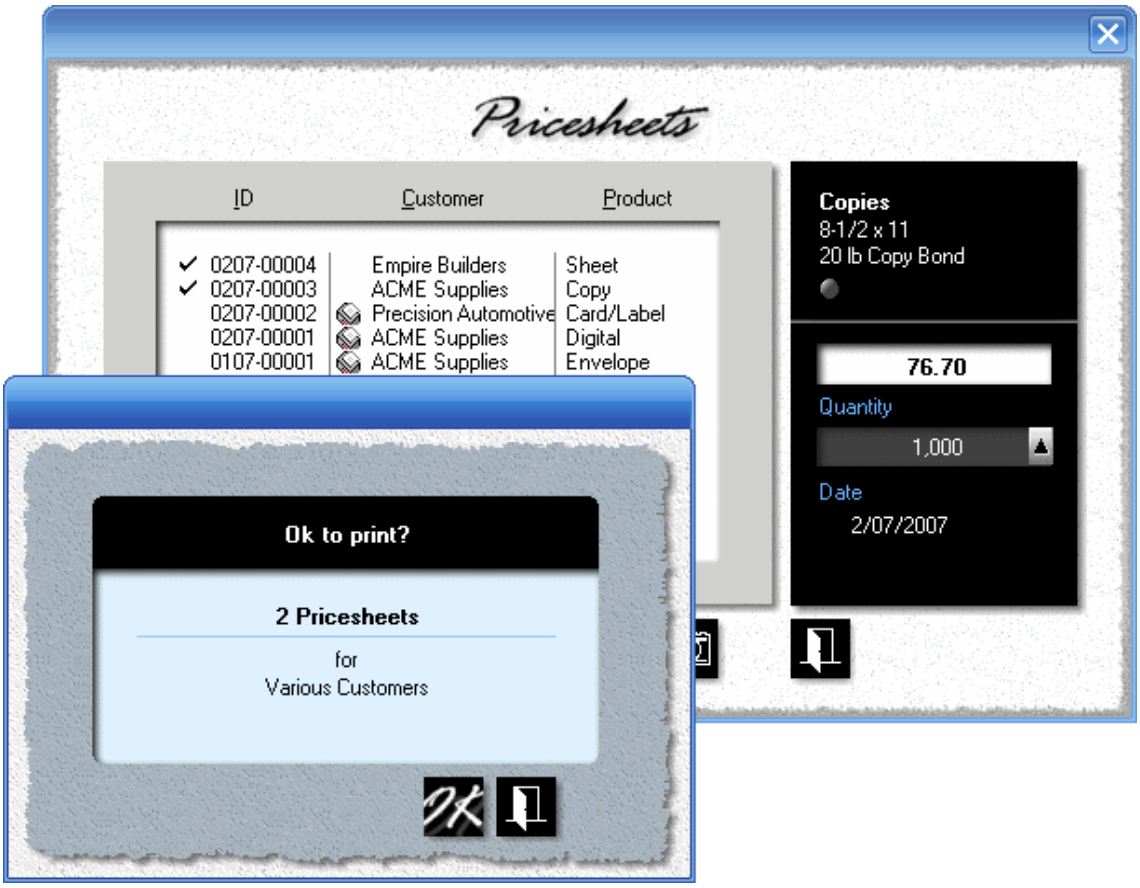

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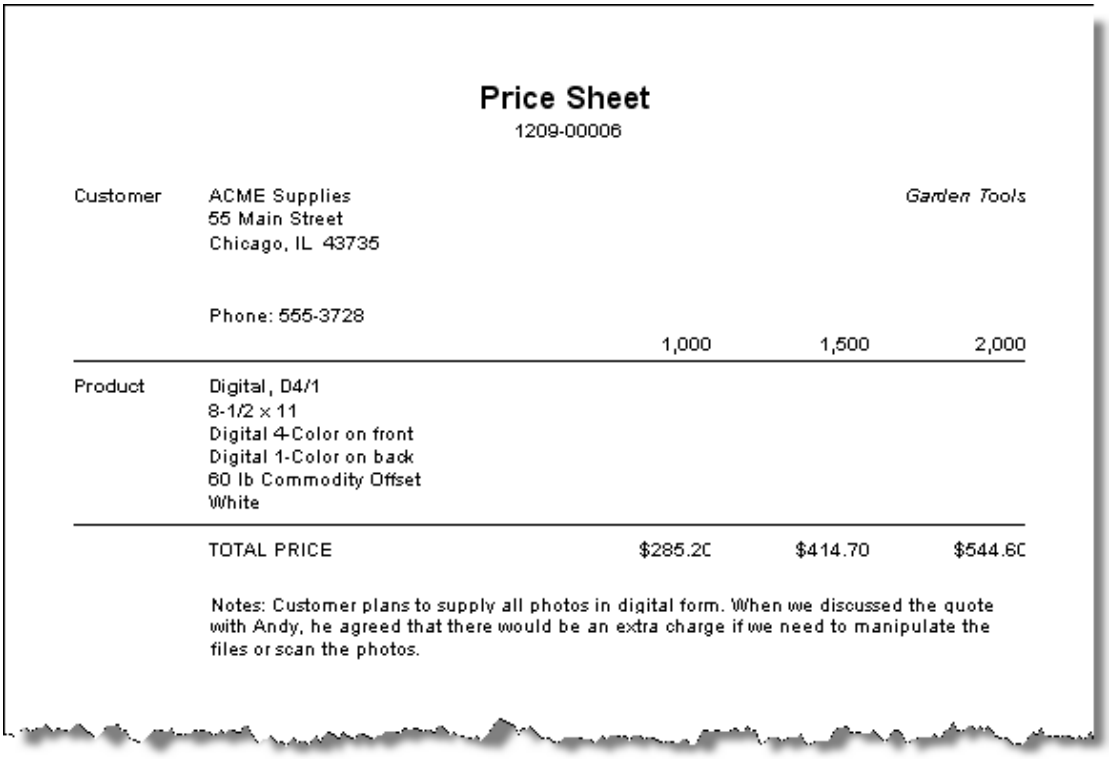
Print Preview



Price Sheet
1209-00006

Customer	ACME Supplies 55 Main Street Chicago, IL 43735 Phone: 555-3728			*Garden Tools*
		1,000	1,500	2,000
Product	Digital, D4/1 8-1/2 x 11 Digital 4-Color on front Digital 1-Color on back 60 lb Commodity Offset White			
	TOTAL PRICE	$285.20	$414.70	$544.60

Notes: Customer plans to supply all photos in digital form. When we discussed the quote with Andy, he agreed that there would be an extra charge if we need to manipulate the files or scan the photos.

5.29 Identifying Quotes

We need ID numbers to separate quotes, so why not get extra mileage out of the digits ... have them tell us something instead of just acting sequential. The number 1106-00003 in the window below says this was the third quote issued in November of 2006 (11/06). Number 0107-00001 would be the first quote written in January of 2007.

Couldn't be more simple.

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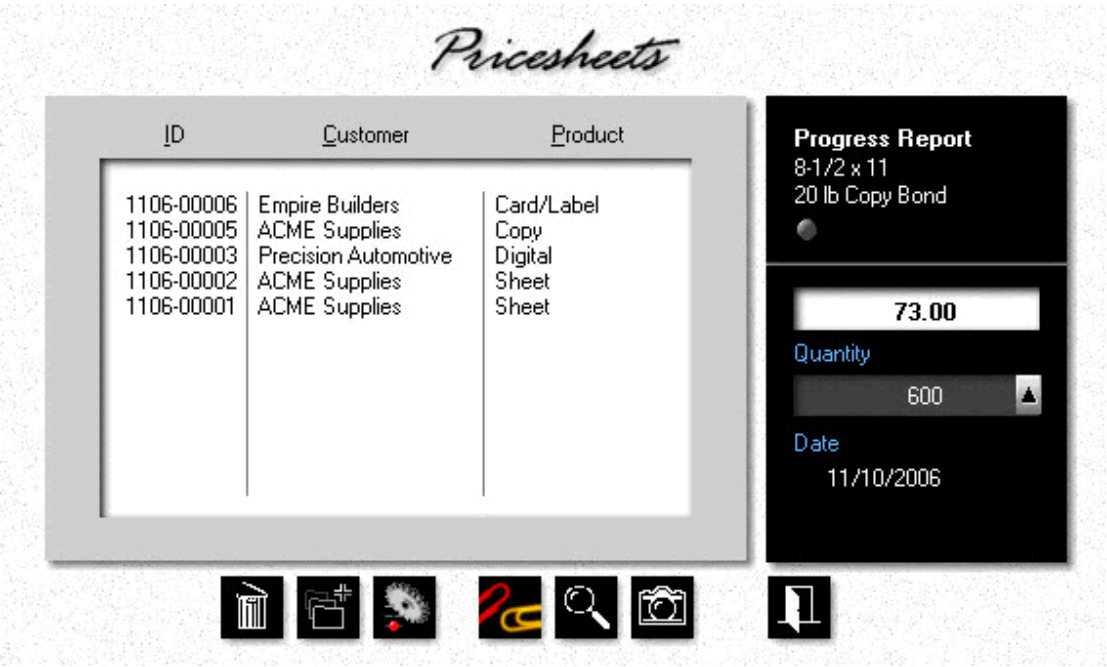
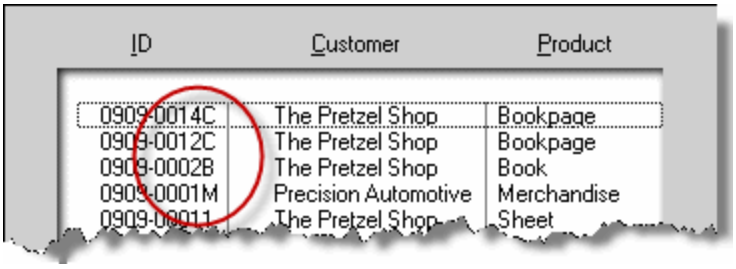


Merchandise and Booklets

What do the letters M, B, and C stand for? Merchandise, booklets, and booklet contents. In the example below, 0909-0002B is a booklet for the Pretzel Shop. 0909-0012C and 0909-0014C are its cover and contents.



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6 Making Estimates

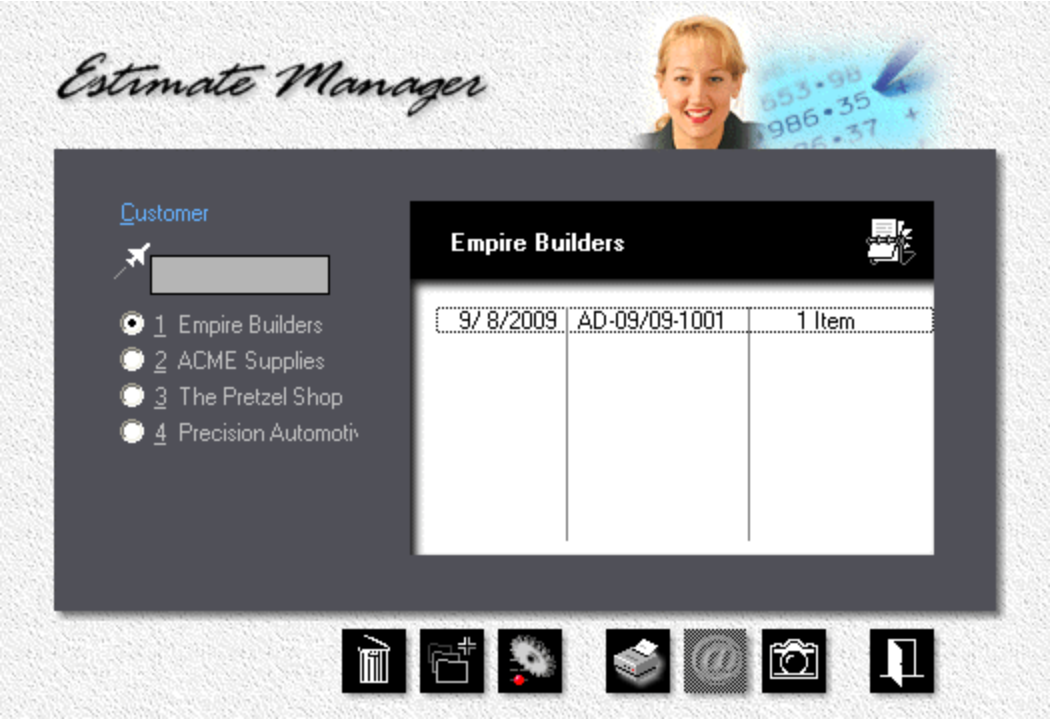
6.1 Creating the Estimate

Most computer programs have within them one process so perfectly suited for near total automation that most any developer will instantly recognize it for what it is: A silver-platter "wow" maker. In Morning Flight, that process is robotic estimate writing, easily the most celebrated component of the Silver, Gold, and Pixelblitz editions.

With it, submitting an estimate has become a truly miniscule effort. Not effort, even. I mean seriously, how much work is it to drop quotes into a shopping cart, then step back and watch the Estimate Manager consolidate ink and wash-up costs and deliver a written estimate in the customer's own language, ready to be faxed or e-mailed?

The Sitting-up-in-Bed Part

Let's assume you've worked up some quotes for *Empire Builders,* for whatever Morning Flight lets you quote on - offset, digital, copies, booklets, merchandise, wide format.



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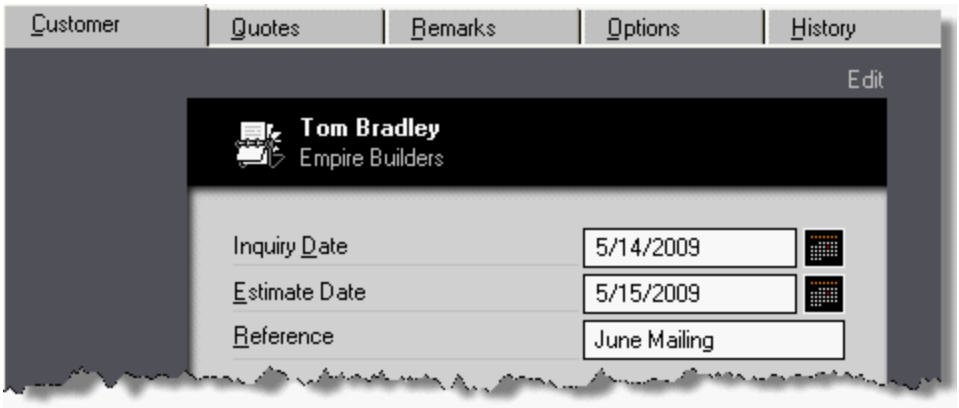
From the main menu, click the ***Estimator*** button.

In the black panel, click the ***Rolodex*** button, then select the customer.

If the customer is included in the quick-list on the left side of the window, use that instead. Or, start typing the customer's name into the Jet-Entry box just above the quick-list. Keep typing until you've narrowed it down to the one you're looking for.

Click the ***Add*** button.



- In the window that opens, enter the ***Inquiry Date*** and ***Reference.***
- Click the ***Quotes*** tab. Left-click the quotes you want to include in the estimate.

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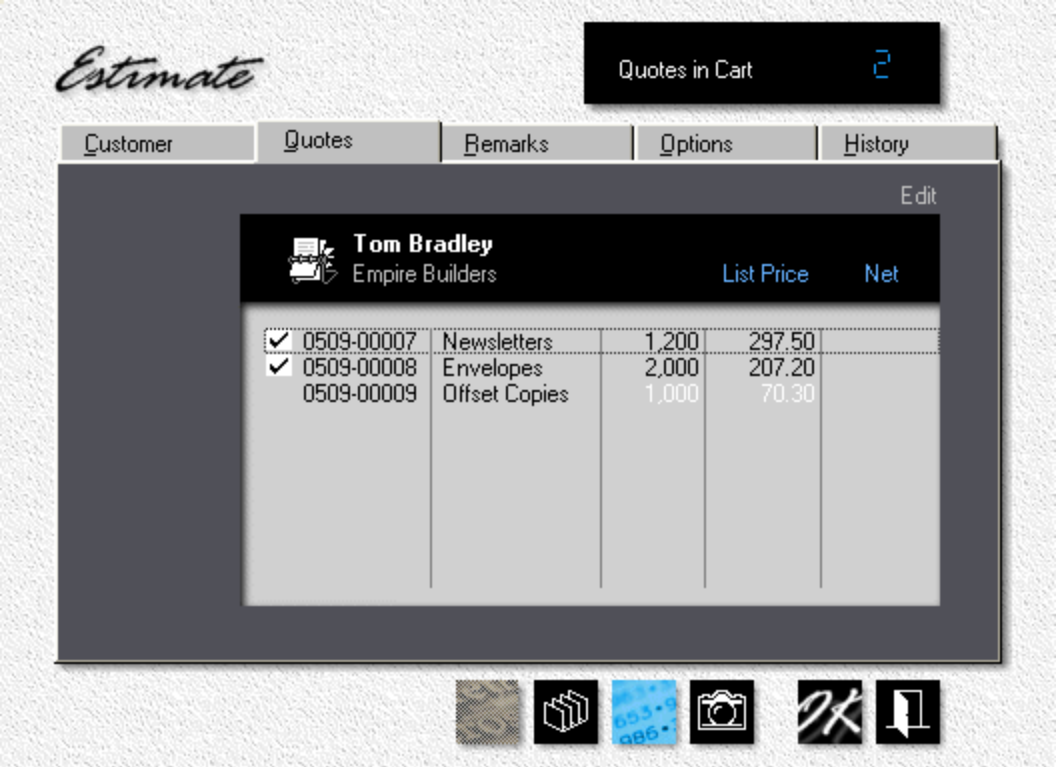
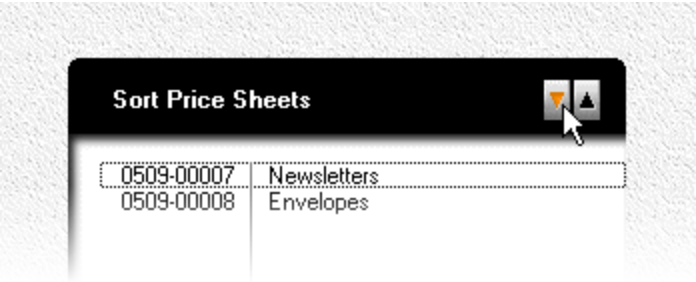


Note:

If you're not happy with the sequence in which the quotes are listed in the estimate, click the sort button. Select the quote, then click the up or down button to reposition it.



- Click the ***Options*** tab. Configure the estimate by checking the appropriate boxes.

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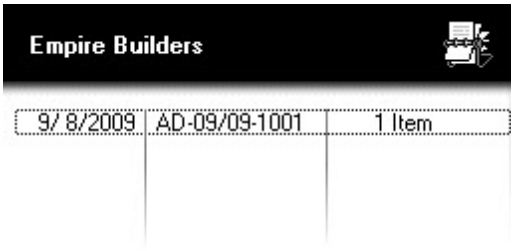
- Click OK to save the estimate.

Back in the estimate manager window, highlight the estimate, then click the ***Camera*** button.



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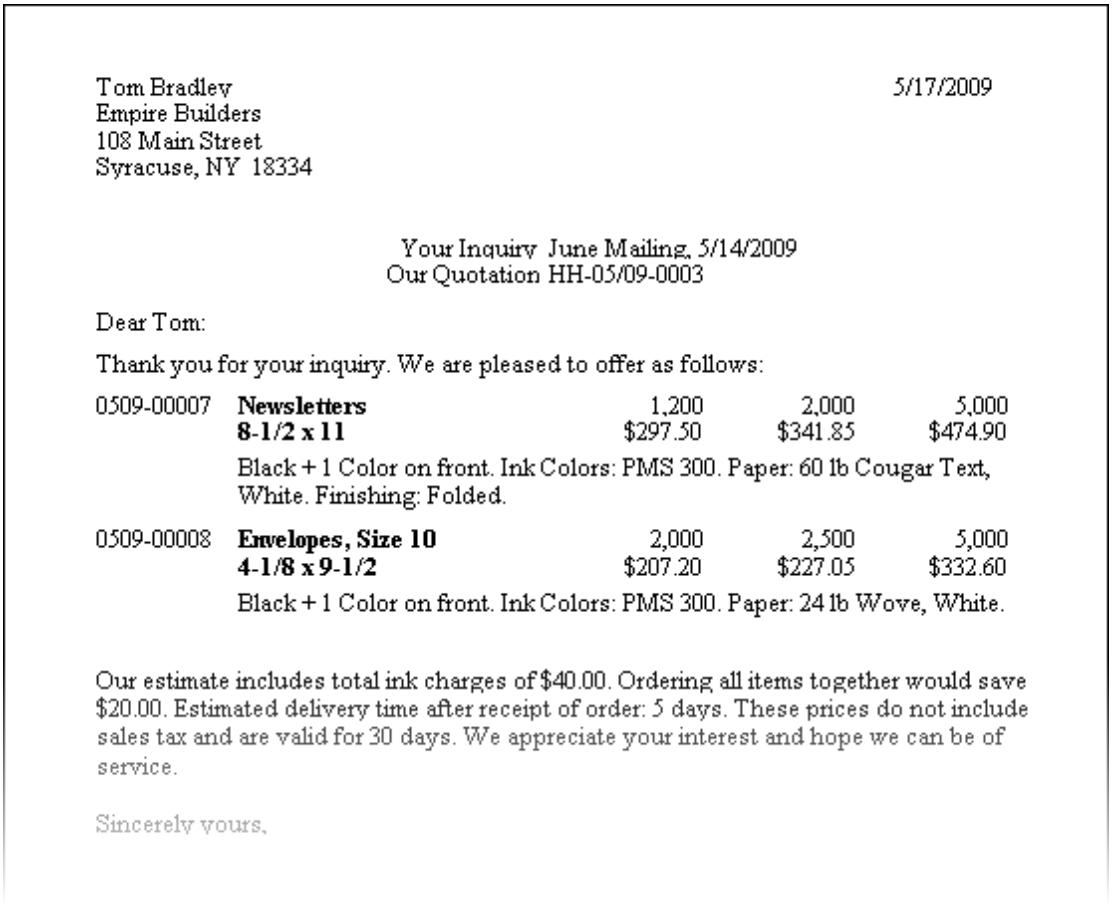
The Results



Tom Bradley 5/17/2009
Empire Builders
108 Main Street
Syracuse, NY 18334

Your Inquiry June Mailing, 5/14/2009
Our Quotation HH-05/09-0003

Dear Tom:

Thank you for your inquiry. We are pleased to offer as follows:

0509-00007	**Newsletters**	1,200	2,000	5,000
	8-1/2 x 11	$297.50	$341.85	$474.90
	Black + 1 Color on front. Ink Colors: PMS 300. Paper: 60 lb Cougar Text, White. Finishing: Folded.			
0509-00008	**Envelopes, Size 10**	2,000	2,500	5,000
	4-1/8 x 9-1/2	$207.20	$227.05	$332.60
	Black + 1 Color on front. Ink Colors: PMS 300. Paper: 24 lb Wove, White.			

Our estimate includes total ink charges of $40.00. Ordering all items together would save $20.00. Estimated delivery time after receipt of order: 5 days. These prices do not include sales tax and are valid for 30 days. We appreciate your interest and hope we can be of service.

Sincerely yours,

6.2 Spelling out Conditions

Conditions, for lack of a better word, are payment terms, estimated delivery, how long prices are valid - pretty much anything you need to tell the customer beyond the bare product description and prices. Some conditions are boiler-plate (Morning Flight's "*memo clips*"), others you write free-form to fit the estimate. In this chapter, we'll look at both.

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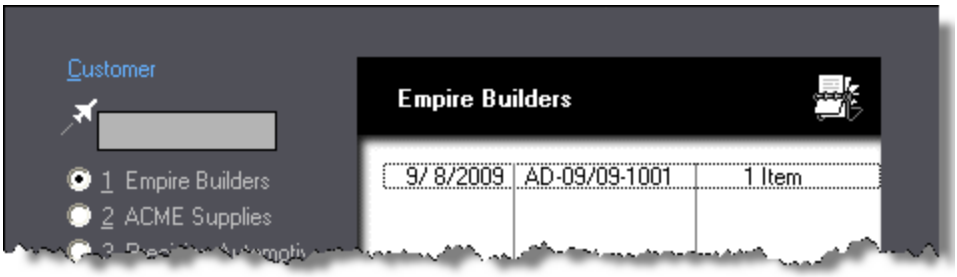
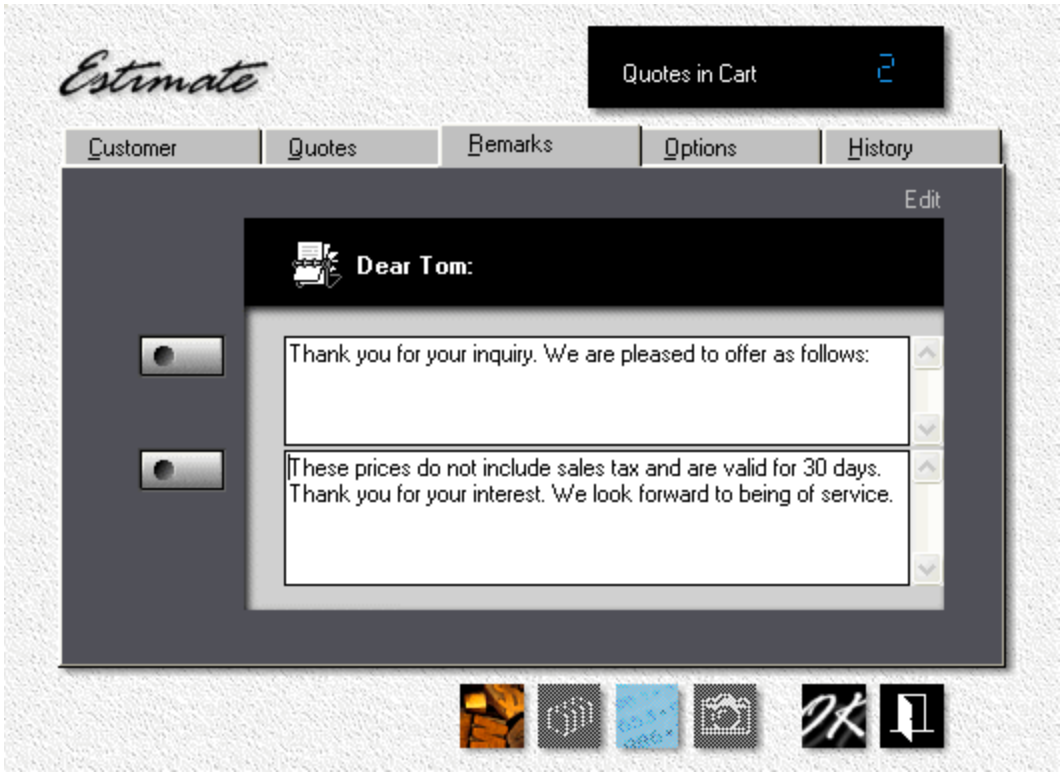


From the main menu, click the ***Estimator*** button.

If you're creating a new estimate, click the ***Add*** button. To change conditions in an existing estimate, highlight the estimate you want to edit, then click the ***Update*** button.

- In the window that opens, click the ***Remarks*** tab.



Free-Form

Every estimate has an opening message (the first box) and closing remarks (the second box). The text in the two boxes is automatically imported from defaults in the

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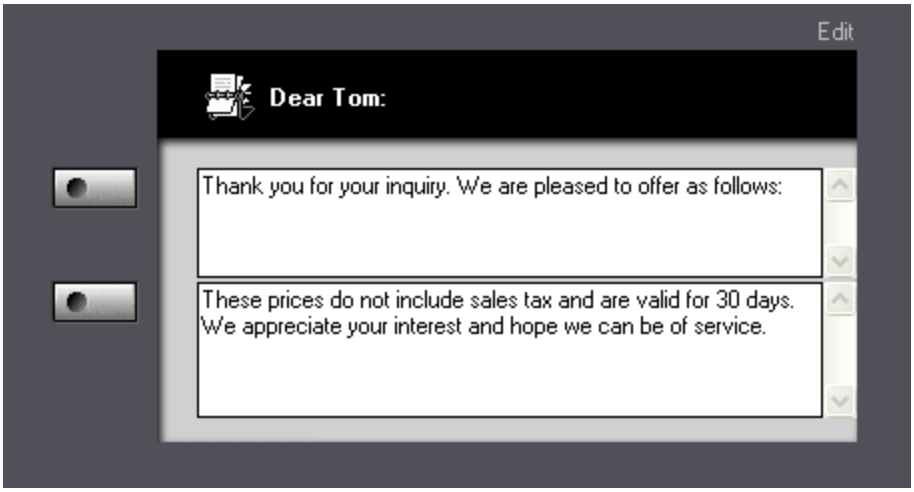
memo clips library. Any changes you make here will not affect the original text in the library. For instance, to extend the validity of the above estimate from 30 days to 60, simply double-click "30", type in 60, and click OK. The estimate will say 60, but the library clip will remain at 30.

Boiler Plate

You can choose to either replace the entire text in each box with another memo clip, or insert a memo clip into text that's already there. To replace the text, click the button to the left of the box. In the window that opens, highlight the memo clip and click OK. The clip you highlighted will replace the text that's in the box.



To insert a memo clip into text that's already there,

Click the button to the left of the box. In the window that opens, highlight the text you want to insert, then click the ***Paper Clip*** button.

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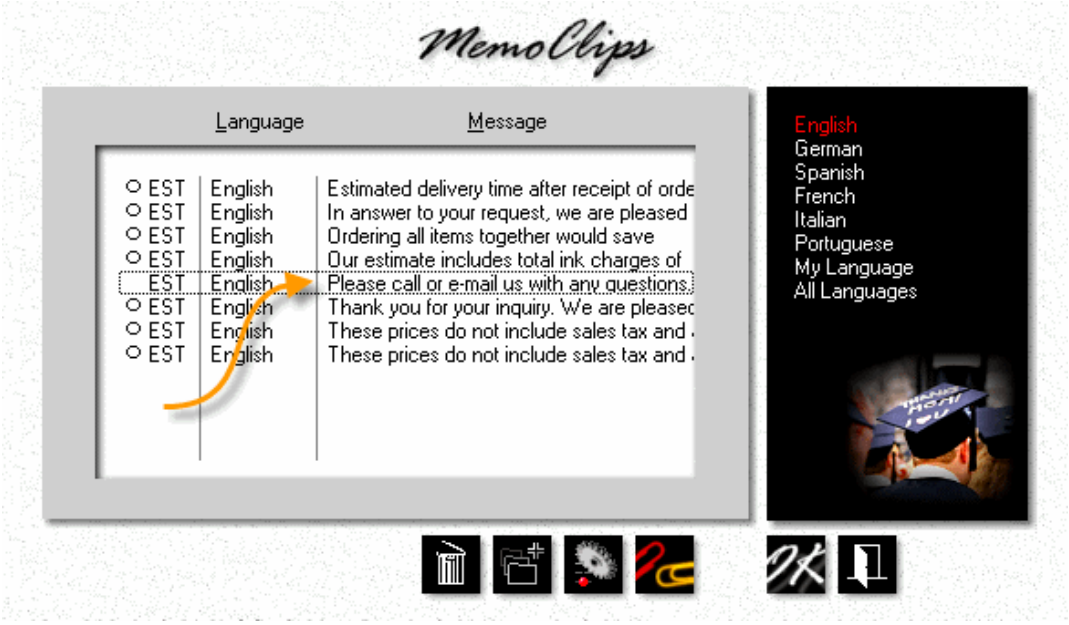
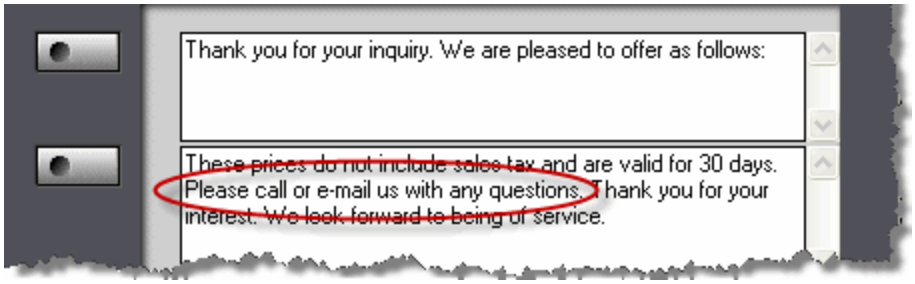


- Back in the estimate window, position the cursor where you want to insert the text, then press ***Ctrl-V*** to paste it from the Windows clipboard.



6.3 Adjusting Prices

Whether you're asked to price printing or an airline ticket to Honolulu, the hunt for the perfect quote always hinges on two numbers: The price at which the seller begins to make a profit, and the price at which the buyer begins to see value, the customer's tipping point. Doing business successfully is directly related to how accurately you can balance the two.

Now, wouldn't it be wonderful if consumers all saw value at the same number? They don't, of course, or the passenger sitting next to you on that flight to Hawaii would be

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paying the same fare you do. Airlines have long been at the leading edge of pricing by value. Ticket costs for each flight are recalculated every 15 minutes, based on how far ahead of departure the ticket price is quoted, the number of seats still available, and a myriad other factors. Any seat on any given flight can cost four times as much as the seat next to it. The flying public knows it and has learned to accept it.

Given that variable pricing works for the airlines, should you now rush out and adopt their business model? Bad idea, the name *Morning Flight* notwithstanding. A Heidelberg or Xerox DocuTech is no Boeing 737. Jumbo-sized price disparities won't fly with a box of envelopes or letterheads.

So the scale is wrong. That's not to say variable pricing has no place in printing. At a minimum, it should keep you from leaving money on the table. Think about it. How smart is it to always quote everyone the same price, regardless of much hand-holding you have to do, of "Fast Freddie" needing every job yesterday, and "Ms. Persnickety" throwing a tantrum whenever the ink colors on her monthly flyer don't perfectly match her faded swatch book? On the flip side, can you afford to not sharpen your pencil when you've been staring at idle presses all month, a printer's equivalent of empty seats?

Morning Flight lets you implement variable pricing at two levels. The first is an always-applied price adjustment (a discount or surcharge) for a specific customer, the second a one-time adjustment applied to a single estimate. In this chapter, we'll look at both.

At the Customer Level

Click the ***My Store*** button, then click ***My Customers***.

Click the ***Update*** button.

- Click the ***Terms*** tab and check one of the boxes to reduce or increase prices, then enter a percentage.

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At the Estimate Level

From the main menu, click the ***Estimator*** button.

Highlight the estimate you want to edit, then click the ***Update*** button.

In the window that opens, click the ***Quotes*** tab. Highlight the quote, then click the ***Pricing*** button.

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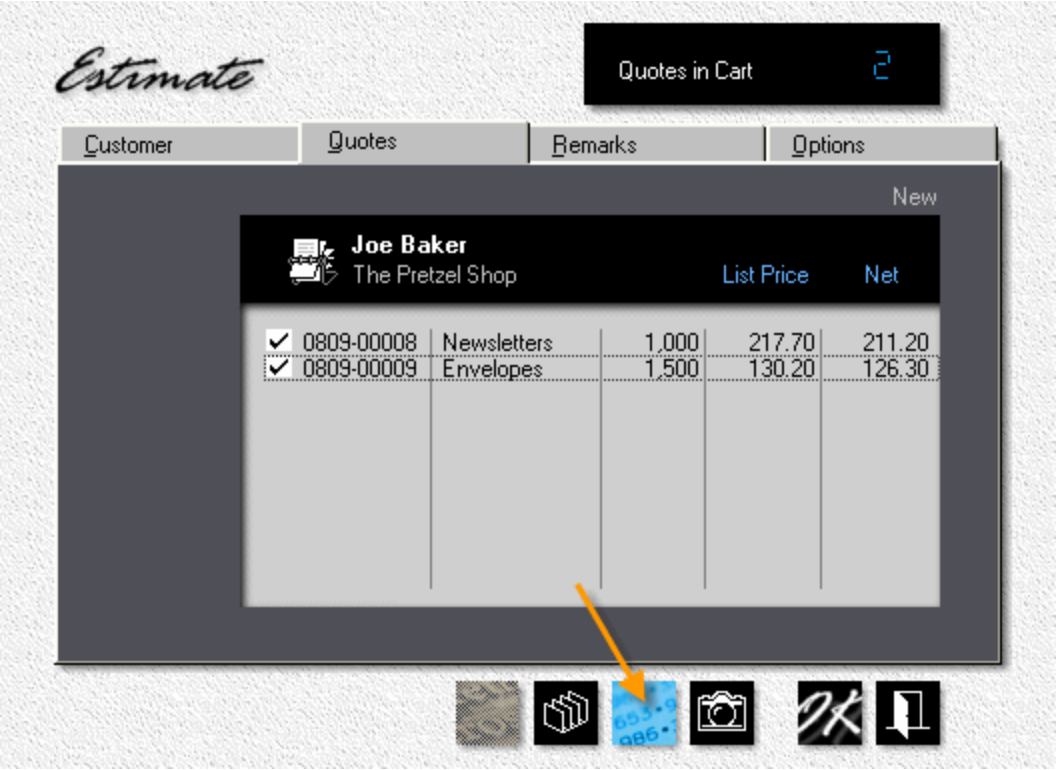

Note:

If you check the list and net prices above, you'll note that the Pretzel Shop's customary 3% discount has already been applied to every item in the estimate. You don't have to do anything to simply maintain that discount. However, should you change your mind and click the blue Pricing button, that 3% will merely come up as the default, ready for you to adjust up or down.

Making the Price Adjustment

There are two ways you can adjust the final price: Enter a percentage and let the program come up with the new prices. Or, enter a price and have Morning Flight work out the percentage. Either way, the same percentage is linked to all three quantities.

There's a reason for that. With a uniform percentage, when you change *any* of the three quantities, the program can recalculate the price you normally charge for the new quantity, factor in the percentage, then re-apply the price adjustment - automatically. Keeps you from forgetting to raise a fixed, lower than customary price after increasing the quantity.

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3 + 4 = 7?

Are discounts cumulative? In other words, do they get stacked on top of each other? The answer is no. In the end, there is only one discount or surcharge. Here is how it works.

When you enter a quote for a customer who normally gets a discount (or has nickel-and-dimed his way to a surcharge), that discount becomes a permanent part of the quote. Take the envelopes for the Pretzel Shop. The list price for 1,500 is $130.20, the discounted price $126.30. If tomorrow you change the Pretzel Shop's terms and remove the 3% discount, the quote remains at the discounted price of $126.30. It has to, or else your claim that "prices are valid for 30 days" becomes worthless dribble.

But say the Pretzel Shop calls and raises the quantity to 3,000 *after* you've removed the discount for their account? You'll need to edit the quote, at which point Morning Flight saves it with the new, 0.00% discount terms. As you can see from the empty slot pointed to by the arrow, the revisions automatically filter down into the estimate - it no longer shows a net price. Because the quote for the 1,000 newsletters hasn't been edited, there the net price stays.

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Now that we've learned how price adjustments work in quotes, let's find out how they play out at the estimate level. When you create a new estimate and click the blue pricing button, what you'll see is the discount/surcharge percentage retrieved from the customer's account. That's what comes up as the default. You can now either change that percentage, or eliminate it entirely. In essence, you're overwriting the imported customer discount or surcharge that's already there. Naturally, existing estimates will display whatever percentage you entered when you created the estimate.

There you have it. No multiple discounts, no multiple surcharges. Just one percentage, manipulated at two different stages in the program. Other key points to remember:

1. The price adjustment you make at the estimate level is for a single item only, not for the entire estimate. That leaves you free to micro-manage, to pick and choose.
2. The adjustment in no way alters the discount/surcharge terms set for the customer's account. In other words, the rates don't flow back. They only apply to this single estimate.
3. Quote edits do flow forward into the estimate - instantly! You don't have to edit an estimate to bring it in sync with a captured quote (any quote linked to the estimate).

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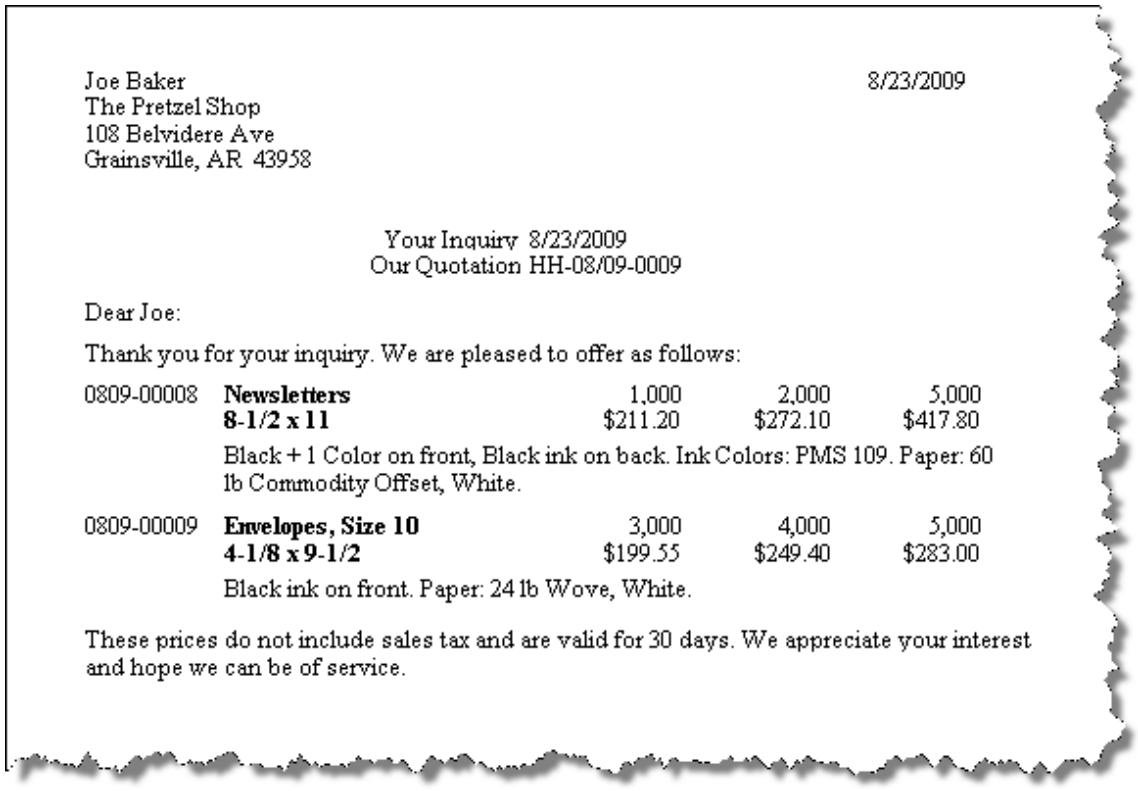

Joe Baker
The Pretzel Shop
108 Belvidere Ave
Grainsville, AR 43958

8/23/2009

Your Inquiry 8/23/2009
Our Quotation HH-08/09-0009

Dear Joe:

Thank you for your inquiry. We are pleased to offer as follows:

0809-00008	**Newsletters**	1,000	2,000	5,000
	8-1/2 x 11	$211.20	$272.10	$417.80
	Black + 1 Color on front, Black ink on back. Ink Colors: PMS 109. Paper: 60 lb Commodity Offset, White.			
0809-00009	**Envelopes, Size 10**	3,000	4,000	5,000
	4-1/8 x 9-1/2	$199.55	$249.40	$283.00
	Black ink on front. Paper: 24 lb Wove, White.			

These prices do not include sales tax and are valid for 30 days. We appreciate your interest and hope we can be of service.

Where's my Discount?

"If I'm giving my customer a discount, why doesn't Morning Flight show it on the estimate?" Understandably, we're all in favor of hiding surcharges. Telling the customer *"Because you're difficult and obnoxious, we're now going to charge you 10% extra"* would under any conceivable circumstance be received poorly. But why not itemize discounts and make the customer feel good? There are two problems with that:

1. It inhibits pricing flexibility. The freedom to change "ticket prices" from one day to the next is at the core of value-added pricing. But charging $126.30 for 1,500 envelopes today, and $128.90 tomorrow is one thing. Showing a 3% discount today, and a measly 1% discount tomorrow, while less damaging than showing a surcharge, ranks a close second. At the very least, you'd have some explaining to do.
2. It sets a *cast-in-cement* precedent. Once you tell customers they're getting a discount, try backing out and charge full list again! The auto industry learned that lesson the hard way.

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For the few cases where you do want to spell out the discount, it's easy to add a comment under ***Remarks*** when you configure the estimate.

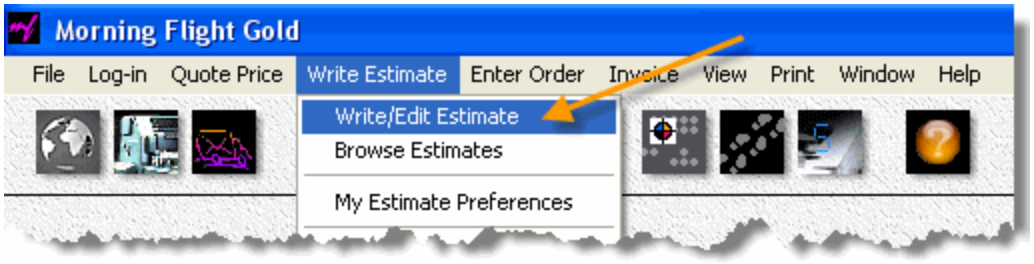
6.4 e-Mailing an Estimate

This topic describes how to e-mail an estimate to your customer. More accurately, to a customer contact. For e-mailing, that's an important distinction. While generic mail boxes such as "info" or "sales" do exist, there's usually a live contact person behind them. An estimate sent to a purely generic address will likely reach the intended recipient late, if ever.

The same holds true for e-mailing acknowledgments, for which the step-by-step instructions are similar.

Step by Step

- From the main menu**,** select ***Write Estimate > Write/Edit Estimate***.



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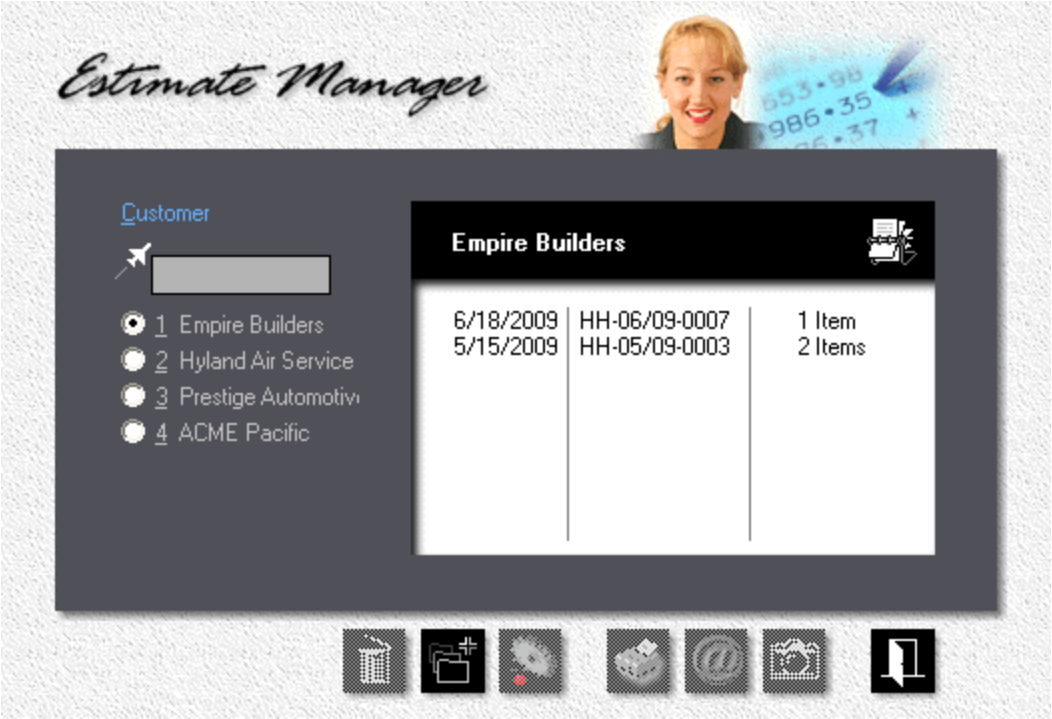

Click the Rolodex button and select the customer.

- Highlight the estimate you want to e-mail. If the estimate was written to a contact who has an e-mail address, the e-mail button will light up. If it doesn't, it's either because no estimate has been selected yet (no highlight bar in the browse box), or the browse box is empty.

Click the ***e-Mail*** button. This will copy the estimate to the Windows clipboard and bring up your e-mail program with the contact's e-mail address filled in.

- Place the cursor in the message area of your e-mail program and press ***Ctrl-V*** to paste the estimate. You may want to add a reference in the "Subject" line and make any changes or additional comments before you click the send button.

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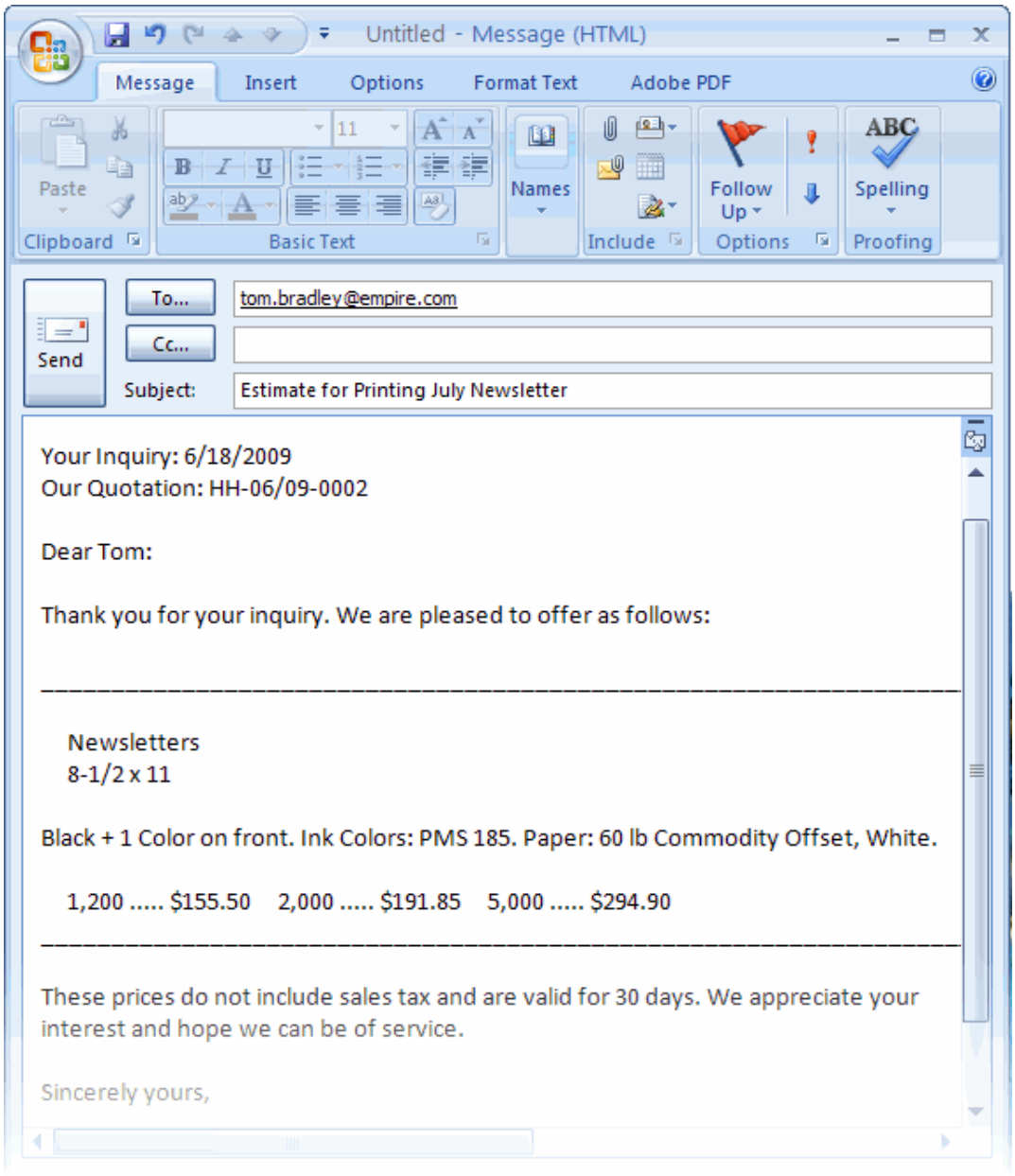

6.5 Changing the Language

Our offices are located on the shores of Lake Ontario, in Rochester, New York, a few hours drive from one of the largest bilingual markets in the world - the province of Quebec, Canada. Technically, our neighbors to the North shouldn't even be considered bilingual. Store window signs displayed in English attract more than just the ire of the citizenry: It can get the shop owner fined! Not merely a slap on the wrist,

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either ... up to $1,500 Canadian. Compliance is enforced by the Quebec language police, the *Office québécois de la langue française.*

With that as a backdrop, is it any wonder that Morning Flight speaks both English *and* French? For our just-across-the-lake Canadian friends, absolutely, but why stop there. The program also speaks German, Spanish, Italian, and Portuguese. English and German are the only two languages that have so far been implemented fully, but estimates are translated by the program in all five.

So what does this bilingual talent do for estimates? Say you're a printer in Toronto, Canada, and you have customers in both English-speaking Toronto and predominantly French-speaking Montreal. You create the estimate in your native language, select the customer, then sit back and watch Morning Flight compose the estimate in English for *International Publishing, Ltd.* in Toronto, and in French for *Éditions ABC Ltée.* in Montreal.

Translating Estimates, Step One

From the main menu, click the ***My Store*** button, then click ***My Customers***.

Click the ***Add*** button, then enter the name and address of the customer in Toronto.

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- Click the ***Country*** button, then select ***Canada (English)***. Save the customer.
- Do the same for the customer in Montreal, but select ***Canada (French)***.

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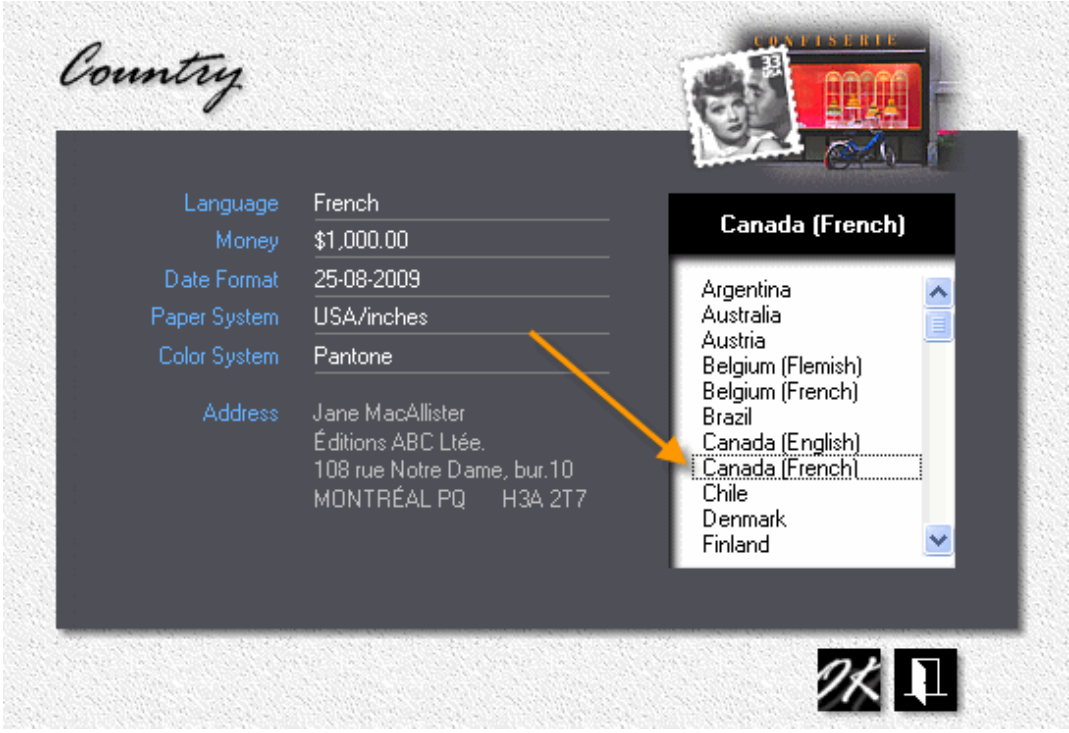

Step Two

There is no step two - we're done. Morning Flight automatically writes all estimates in the language embedded in the customer's country profile. And, yes, you can define new countries and add them to the list. You can even install a new language.

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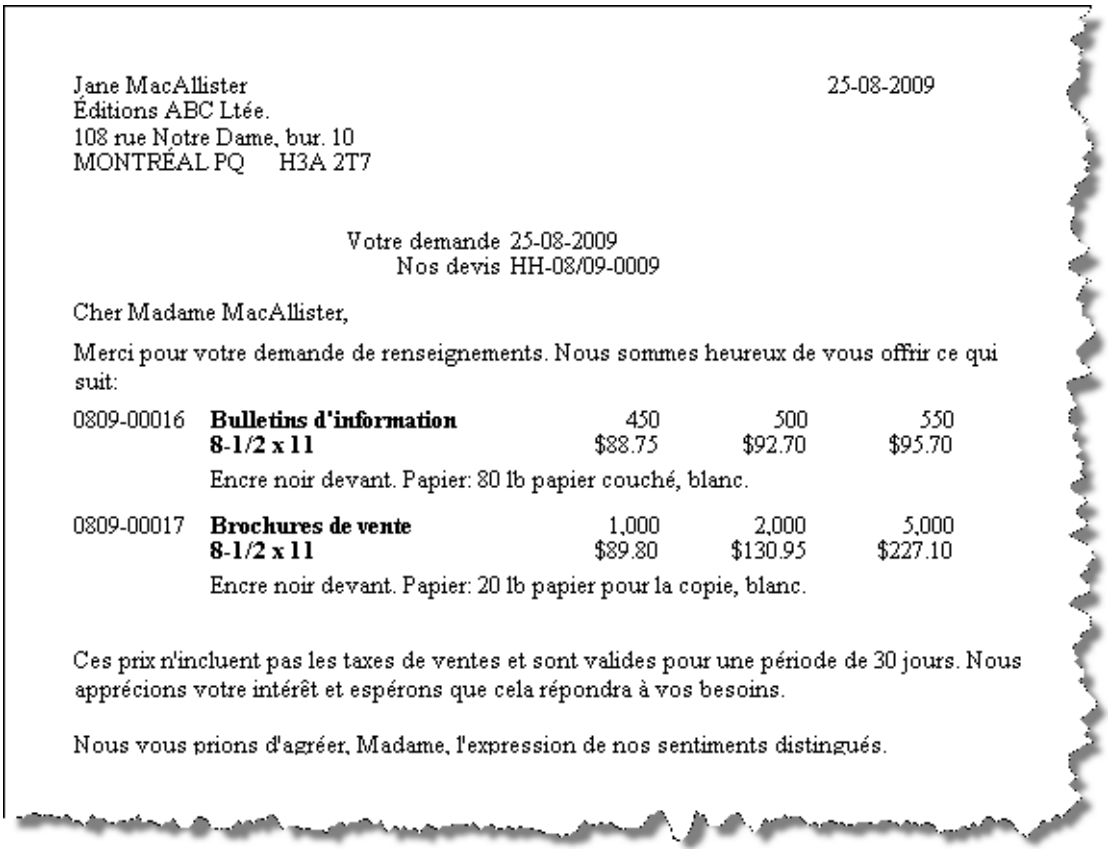

Jane MacAllister
Éditions ABC Ltée.
108 rue Notre Dame, bur. 10
MONTRÉAL PQ H3A 2T7

25-08-2009

Votre demande 25-08-2009
Nos devis HH-08/09-0009

Cher Madame MacAllister,

Merci pour votre demande de renseignements. Nous sommes heureux de vous offrir ce qui suit:

0809-00016	**Bulletins d'information**	450	500	550
	8-1/2 x 11	$88.75	$92.70	$95.70
	Encre noir devant. Papier: 80 lb papier couché, blanc.			
0809-00017	**Brochures de vente**	1,000	2,000	5,000
	8-1/2 x 11	$89.80	$130.95	$227.10
	Encre noir devant. Papier: 20 lb papier pour la copie, blanc.			

Ces prix n'incluent pas les taxes de ventes et sont valides pour une période de 30 jours. Nous apprécions votre intérêt et espérons que cela répondra à vos besoins.

Nous vous prions d'agréer, Madame, l'expression de nos sentiments distingués.

6.6 Making old Quotes new again

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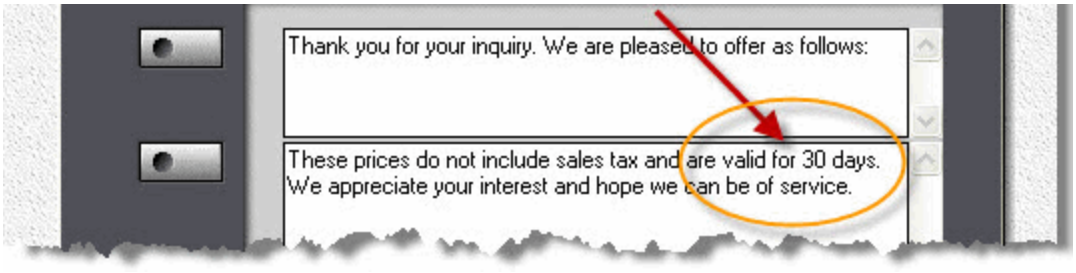

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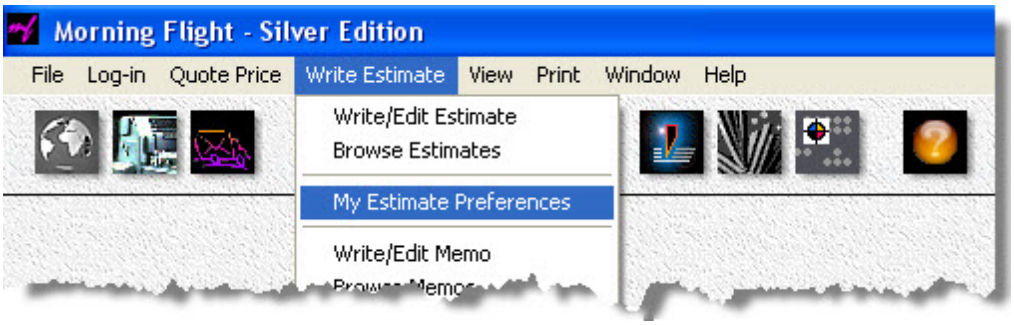
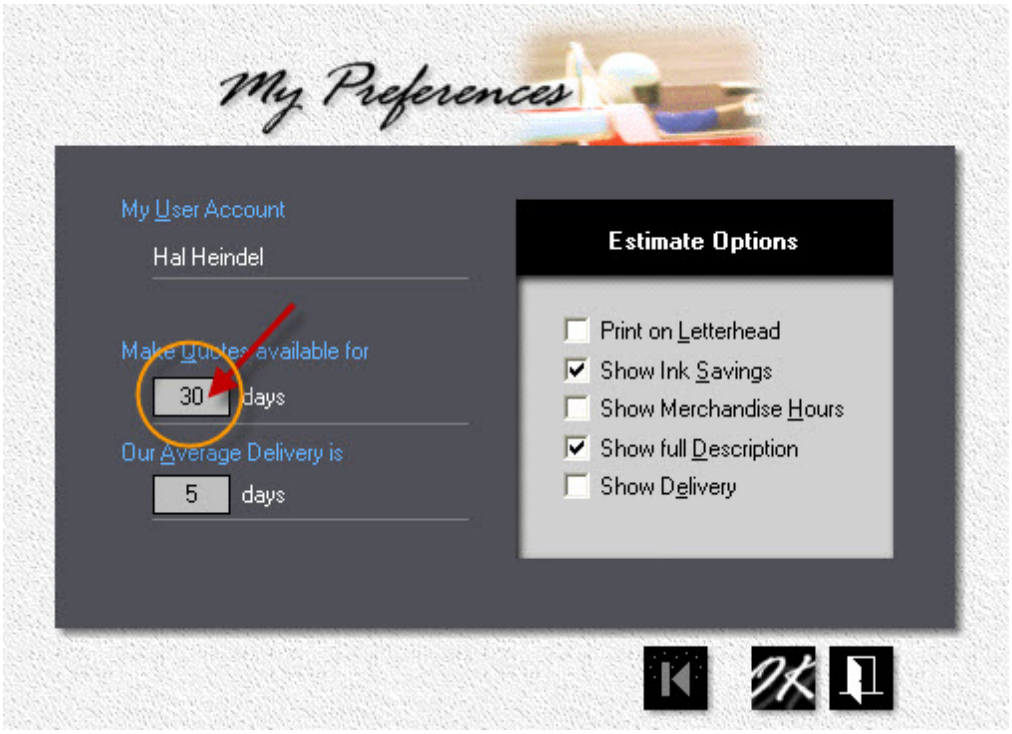
The other, the part you set in Estimate Preferences, is how long those old quotes should be available for inclusion in new estimates. The default is 30 days. You could extend that, but a better solution is to always open old quotes for editing and then save the update. Morning Flight will automatically reprice the quote and validate its entry ticket for another 30 days.





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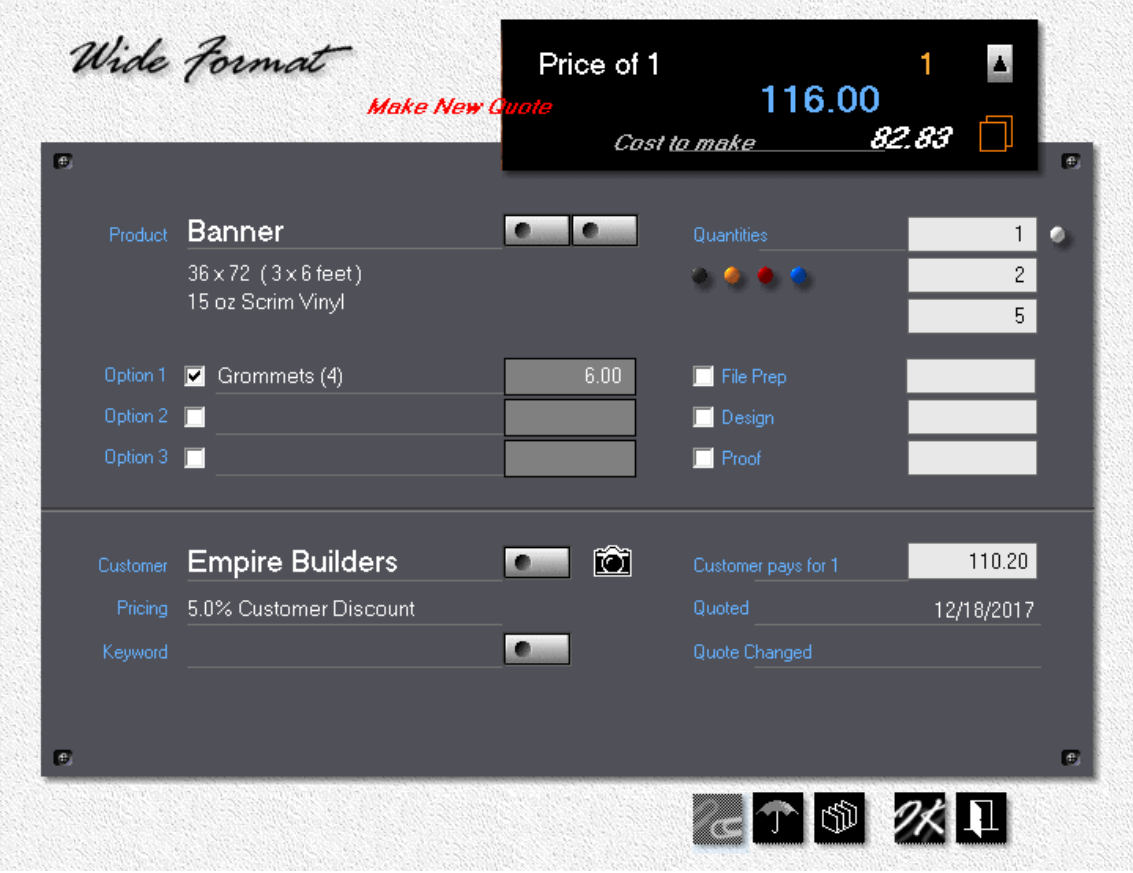
7 Working with Wide Format

7.1 The Big Picture - in a Nutshell



The marketing strategy we adopted for Morning Flight is what the wide format community seems to be doing almost universally: Sell wide format by the square foot. Advances in inks and substrates are too rapid, and the technology itself too volatile for prices to be tied to a specific press or ink formulation.

Most consumers will treat wide format, and to some degree all digital products, as a commodity rather than a service. They're sold as customized shelf items and priced as such. Few buyers would connect a banner or a vehicle wrap to a printing press. Environmental concerns aside, when a customer visits your website or walks into your store, he or she is unlikely to ask what type of ink you'll be using. They'll want to

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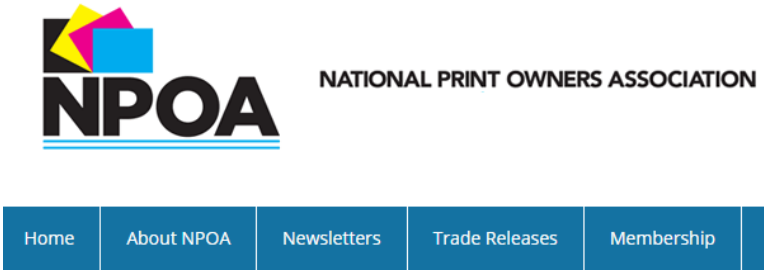
know attention-getting their sign will look, how well their banner will stand up to the weather. And, of course, the price.

Always the price. Starting with Morning Flight V17.1, you now have instant access to market pricing, how much American printers generally charge for digital and wide format printing. Those figures didn't come out of thin air. They're an amalgam of published surveys (such as the highly regarded NPOA pricing study for signage and wide format), and the pricing some of our more than 6,500 users have shared with us.



What we've learned ...

- Banners account for a third of all wide format sales, with an average retail price of $110.00 for a 3x6 foot banner.
- Most printers in the U.S. automatically offer a 5% discount on digital and wide format to repeat customers.
- While the variation in price for identical digital products is rarely more than 5% between different regions of the country, it often climbs to a much higher percentage within the regions themselves. In other words, the greatest variations are found not ***between*** Long Beach and Brooklyn, but ***within*** the two.

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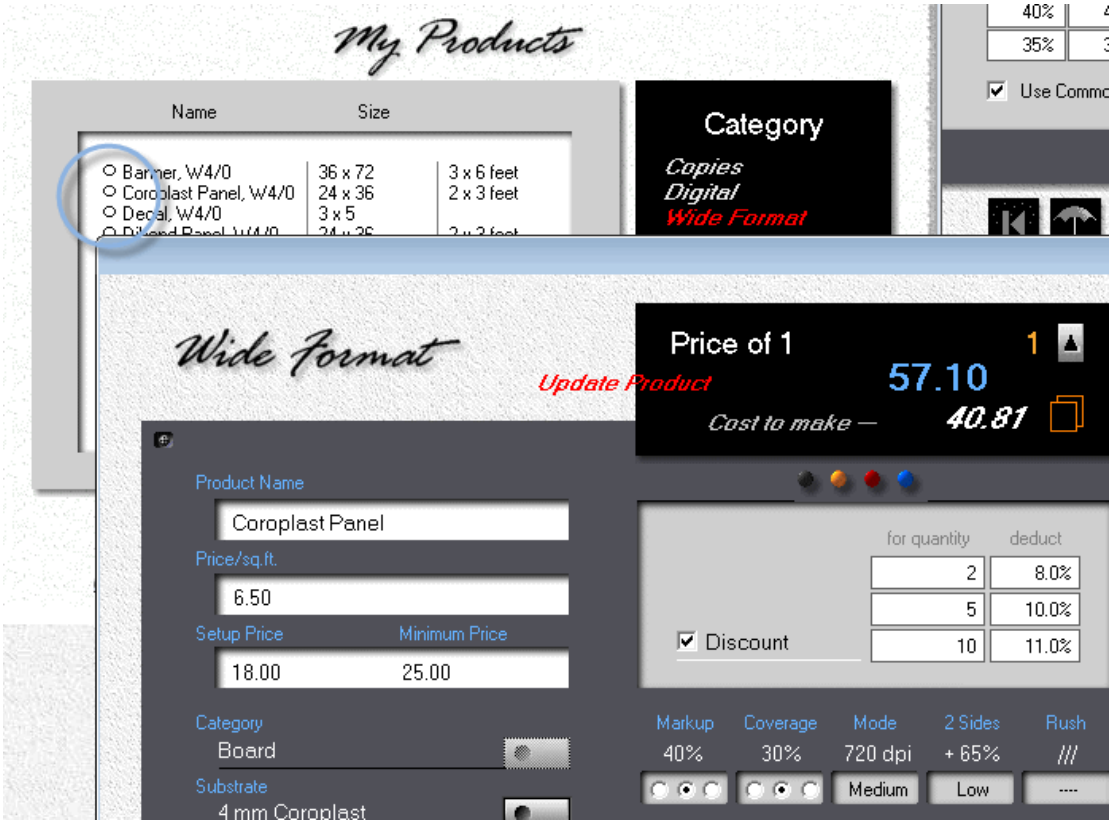
Putting it all together ...



The Product

Every wide format quote and order starts with a product. The program comes preloaded with at least one product in each category. Treat those products as templates. They're mandatory and can't be deleted, but you can edit nearly anything you like, including cost and price. My advice is, don't alter templates. When you do you'll lose their usefulness as a market price guide. How do you recognize a template? By the small circle in front of it.

Use a built-in product:

1. As is, as just another product in a quote or job ticket
2. As a starting point for building a custom product in a quote or job ticket

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3. As a starting point for making your own templates, to cut down on having to customize. Different sizes for the same product come to mind.

Note:

Unless you need price variations of the same product (retail vs. wholesale, different quality levels), try to maintain as much uniformity in the pricing of your own products as you do of the products that came in the box. Adjusting your price in a quote is much easier when you can count on consistency.

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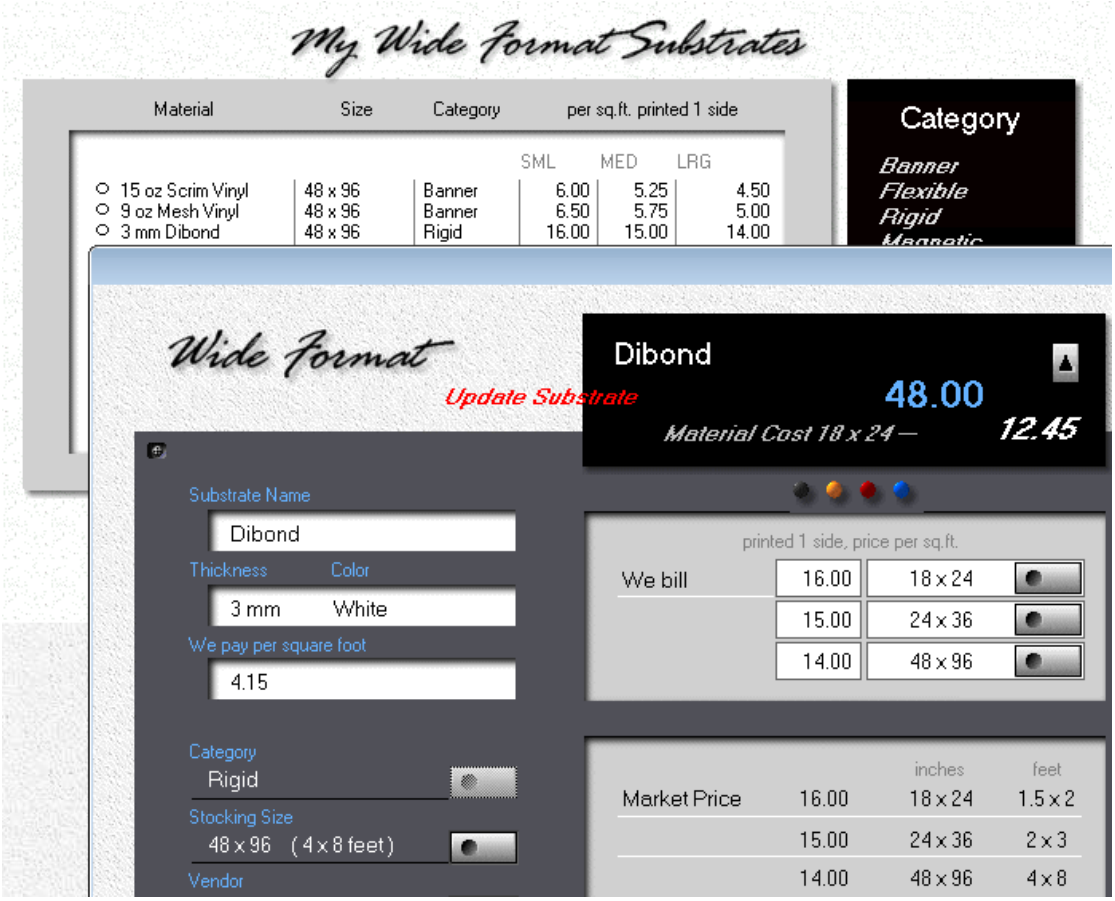

The Substrate

In wide format, substrates set the price. Not because their cost contributes the lion's share of a product's price (which it rarely does), but for a reason much simpler: Banners aren't printed on aluminum, and yard signs aren't printed on scrim vinyl. In wide format printing, the substrate is the center of the universe because it first controls the type of product we can make from it, then dictates the type of press we have to run it on.

About the only thing substrates don't control is whether a sign or banner or vehicle wrap is printed in black or in full color. Fortunately, that doesn't seem to matter. Should it ever become a factor, offer the same product in two separate versions: One priced for black, one for color. Creating two different prices can be as simple adjusting the ink coverage.

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But making two versions should rarely be necessary. Check the web, and you'd be hard pressed to find a shop that charges extra for color. Disregarding size and substrate and whether printed on both sides, a banner is a banner. None of this was ever part of a greater scheme of things. I think it all just fell into place.

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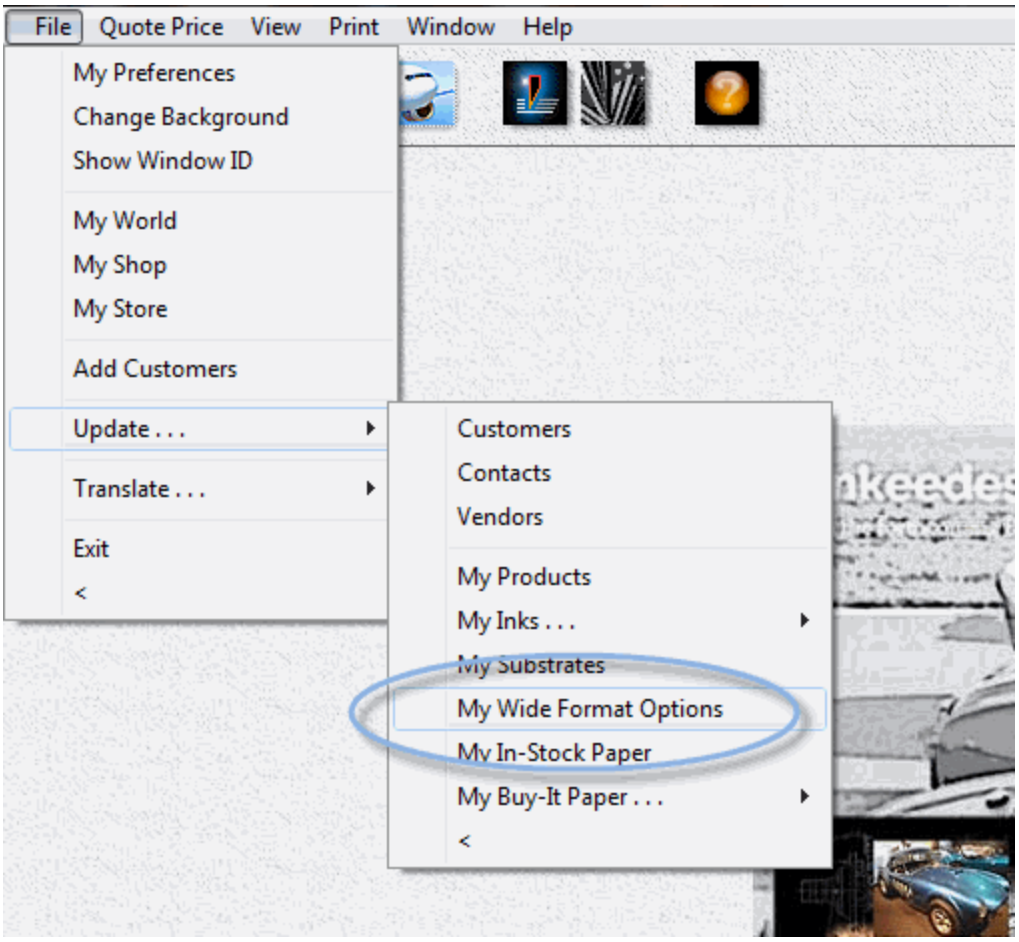
7.2 Creating Options for Wide Format

This topic describes how to create and update Options for Wide Format.



From the main menu, select ***File*** > ***Update*** > ***My Wide Format Options***.

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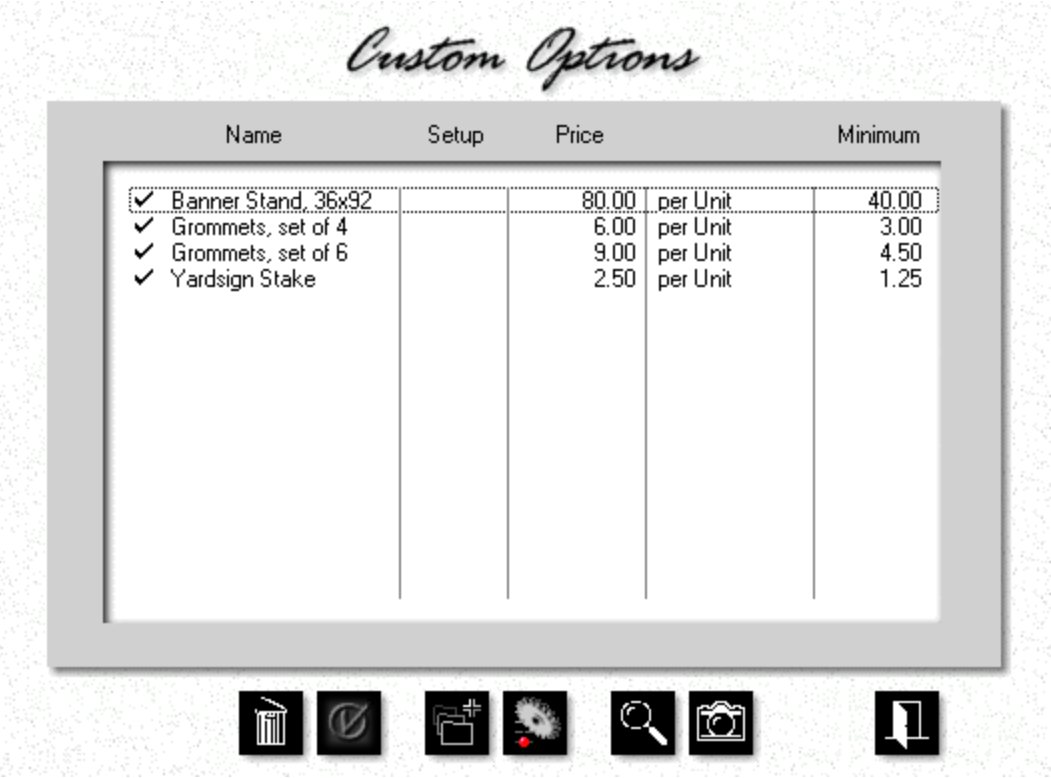
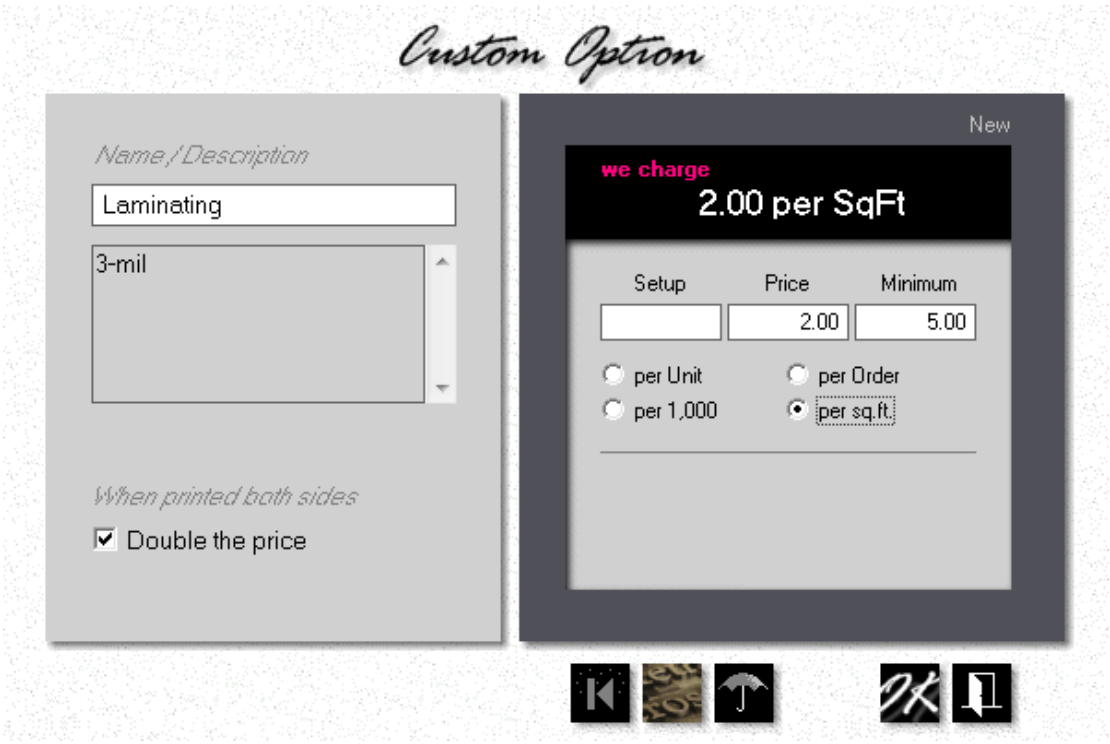


Click the ***Add*** button.



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- Enter the ***Name*** of the option, and optionally a brief description.
- If the option needs to be applied front and back (on a display board for instance), check the box marked *'Double the price.'* Leave the box unchecked for options such as banner stands and grommets where it would be inappropriate.
- Select how the option is priced: Per Unit, per 1,000, per Order, or per square area.
- Enter the ***Price*** and, if applicable, ***Setup*** and ***Minimum*** charges.

Note:

The discount box and entry fields only make sense for options priced per unit. They go away for anything else.

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8 Working with the Skypricer

8.1 The Big Picture - in a Nutshell

The e-Commerce world is divided into "simple" products like books, and "complex" products like T-Shirts. The difference is a book is just a book whereas T-Shirts come in different colors and sizes. True, if a book sells well enough to make it on the bestseller list you can usually find various editions of it - hardcover, paperback, even printed in a foreign language. But those editions all have one thing in common: They're listed individually when you shop for them on Amazon. Not so T-Shirts. Tees are shown as a single item (medium size in white, for instance), with a row of buttons that define the size (small, medium, large) and a second row that defines color.

The operative words are "shown as." Walk into a brick-and-mortar store and every product you see is simple, even T-Shirts. Small, medium, and large are all displayed on the shelves for you to touch and feel. On the web, the only T-Shirt you see is the most popular configuration. Variations are reduced to check boxes and radio buttons.

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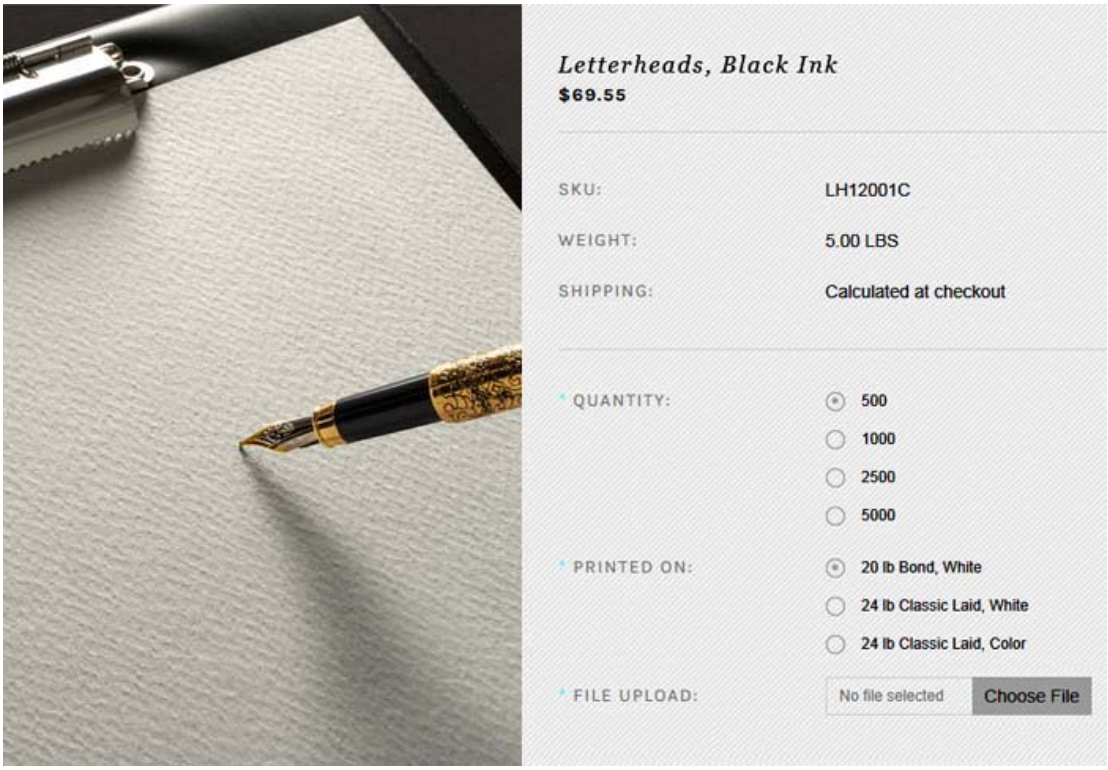
There's nothing new here. It goes back to the Sears & Roebuck catalog. Think of a shopping site as a virtual catalog.

All printed products are complex by nature. At a minimum, you're dealing with a variety of quantities. You wouldn't dream of displaying the same letterhead a dozen times, one for each of twelve quantities. Then add a dozen more for different paper, resulting in two dozen pictures of the same letterhead. Your customers expect to find a single letterhead, priced in its base configuration, with buttons to instantly show them what the same letterhead would cost in a more cost-effective quantity and on different paper.



Makes sense, but here's the rub. As the seller, you still have to individually calculate the price of the base letterhead and all of its variations, regardless of how you present the product on your website. The example above shows a letterhead offered in four quantities on three kinds of paper, on a Shopify-powered online shopping site. To upload that same product, the seller will have to:

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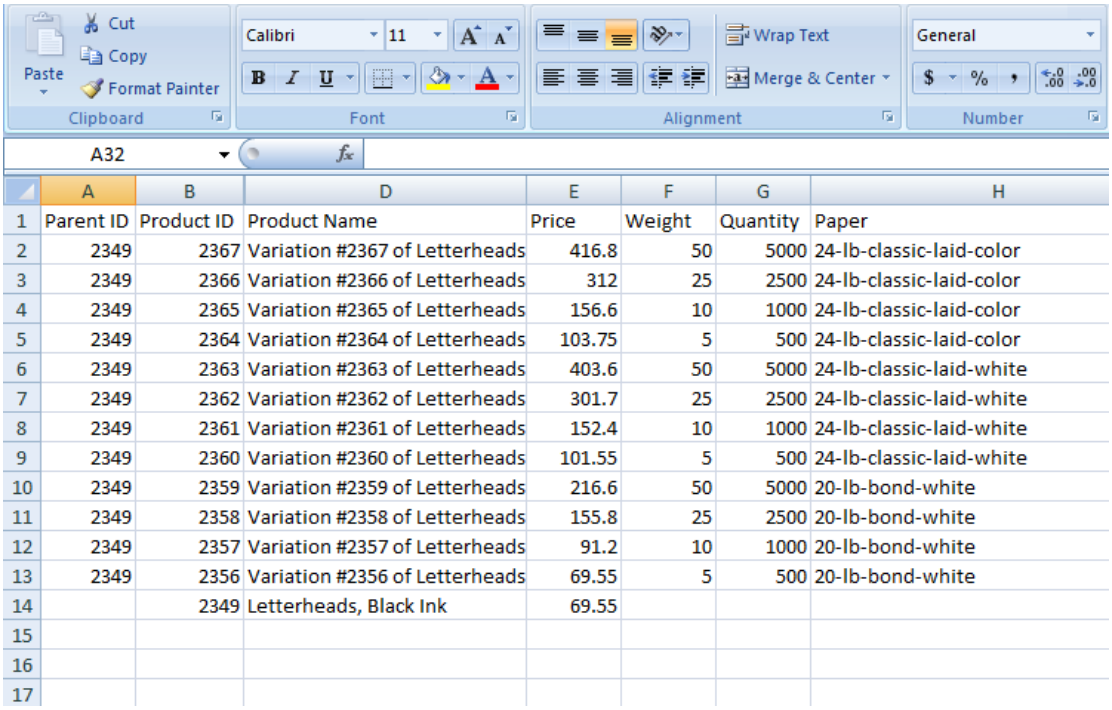
1. Calculate the price for four quantities, when printed on 24 lb colored Classic Laid
   500 = $103.75; 1000 = $156.60; 2500 = 312.00; 5000 = $416.80 (four calculations).
2. Calculate the price for four quantities, when printed on 24 lb white Classic Laid
   500 = $101.55; 1000 = $152.40; 2500 = 301.70; 5000 = $403.60 (four calculations).
3. Calculate the price for four quantities, when printed on 20 lb white Bond
   500 = $69.55; 1000 = $91.20; 2500 = 155.80; 5000 = $216.60 (four calculations).

Shopify and Woo Commerce



	A	B	D	E	F	G	H
1	Parent ID	Product ID	Product Name	Price	Weight	Quantity	Paper
2	2349	2367	Variation #2367 of Letterheads	416.8	50	5000	24-lb-classic-laid-color
3	2349	2366	Variation #2366 of Letterheads	312	25	2500	24-lb-classic-laid-color
4	2349	2365	Variation #2365 of Letterheads	156.6	10	1000	24-lb-classic-laid-color
5	2349	2364	Variation #2364 of Letterheads	103.75	5	500	24-lb-classic-laid-color
6	2349	2363	Variation #2363 of Letterheads	403.6	50	5000	24-lb-classic-laid-white
7	2349	2362	Variation #2362 of Letterheads	301.7	25	2500	24-lb-classic-laid-white
8	2349	2361	Variation #2361 of Letterheads	152.4	10	1000	24-lb-classic-laid-white
9	2349	2360	Variation #2360 of Letterheads	101.55	5	500	24-lb-classic-laid-white
10	2349	2359	Variation #2359 of Letterheads	216.6	50	5000	20-lb-bond-white
11	2349	2358	Variation #2358 of Letterheads	155.8	25	2500	20-lb-bond-white
12	2349	2357	Variation #2357 of Letterheads	91.2	10	1000	20-lb-bond-white
13	2349	2356	Variation #2356 of Letterheads	69.55	5	500	20-lb-bond-white
14		2349	Letterheads, Black Ink	69.55			
15							
16							
17							

Twelve calculations, all told, for a simple letterhead. Not unmanageable, especially since in the Shopify and Woo Commerce spreadsheets you enter the total ***Price*** for each configuration. BigCommerce and WIX software, on the other hand, use [ADD] rules, so you'll need to get out the calculator for eleven more. In the spreadsheet below you have to enter the ***Additional Cost*** of each variation, not the total price. In

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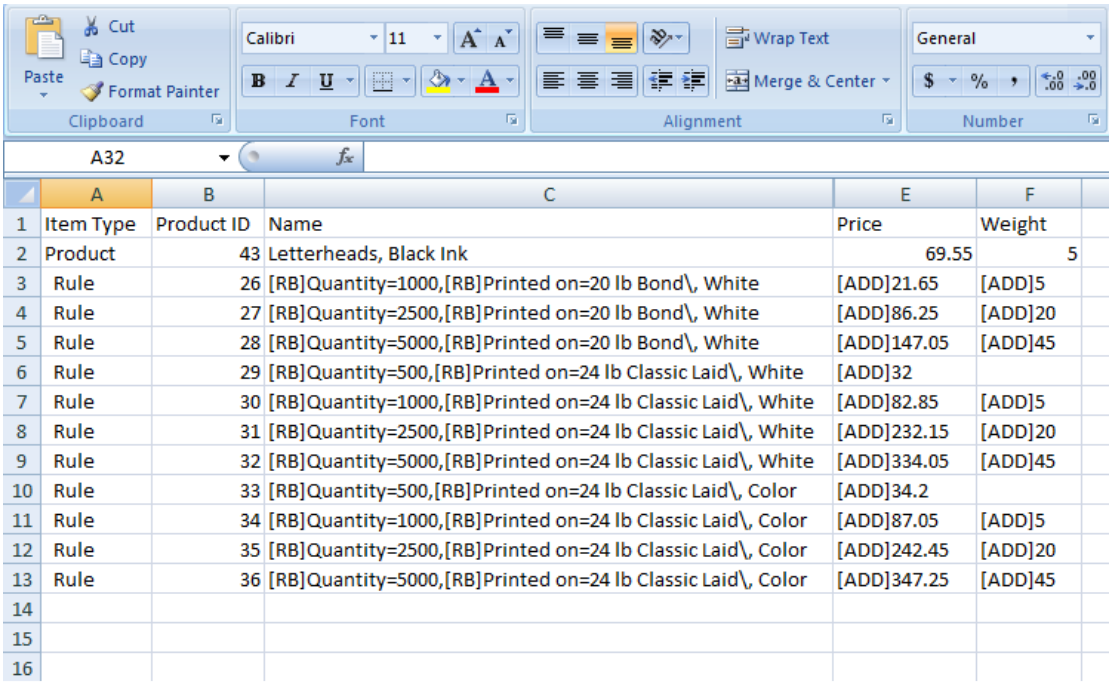
other words, $21.65 extra for 1,000 white bond letterheads, not the out-the-door price of $91.20 that you calculated above.

That's both time-consuming and error-prone, should you forget to deduct the base cost of $69.55 from the total. Why take the risk and do all that work. When you could just select a product and specify options, click a button, and watch the Skypricer print out a worksheet in the appropriate format - total prices for Shopify and WooCommerce, additional prices for BigCommerce and WIX. Hard to imagine how it could be more simple.

BigCommerce and WIX



	A	B	C	E	F
1	Item Type	Product ID	Name	Price	Weight
2	Product	43	Letterheads, Black Ink	69.55	5
3	Rule	26	[RB]Quantity=1000,[RB]Printed on=20 lb Bond\, White	[ADD]21.65	[ADD]5
4	Rule	27	[RB]Quantity=2500,[RB]Printed on=20 lb Bond\, White	[ADD]86.25	[ADD]20
5	Rule	28	[RB]Quantity=5000,[RB]Printed on=20 lb Bond\, White	[ADD]147.05	[ADD]45
6	Rule	29	[RB]Quantity=500,[RB]Printed on=24 lb Classic Laid\, White	[ADD]32	
7	Rule	30	[RB]Quantity=1000,[RB]Printed on=24 lb Classic Laid\, White	[ADD]82.85	[ADD]5
8	Rule	31	[RB]Quantity=2500,[RB]Printed on=24 lb Classic Laid\, White	[ADD]232.15	[ADD]20
9	Rule	32	[RB]Quantity=5000,[RB]Printed on=24 lb Classic Laid\, White	[ADD]334.05	[ADD]45
10	Rule	33	[RB]Quantity=500,[RB]Printed on=24 lb Classic Laid\, Color	[ADD]34.2	
11	Rule	34	[RB]Quantity=1000,[RB]Printed on=24 lb Classic Laid\, Color	[ADD]87.05	[ADD]5
12	Rule	35	[RB]Quantity=2500,[RB]Printed on=24 lb Classic Laid\, Color	[ADD]242.45	[ADD]20
13	Rule	36	[RB]Quantity=5000,[RB]Printed on=24 lb Classic Laid\, Color	[ADD]347.25	[ADD]45
14					
15					
16					

If you think pricing the variations for a letterhead in four quantities is a nuisance, imagine doing it for double the quantities and twice as many paper options. For instance, a newsletter offered in ten quantities on four different types of paper, folded and unfolded, results in no less than eighty variations that all need to be priced and keyed in. Not to mention having to redo it all when your paper vendor announces a price increase.

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The Skypricer does a number of things, but will do three of them really well:

1. Calculate the price of every variation of a printed product, then hand you an itemized worksheet for uploading those prices into your shopping cart software. All in the blink of an eye, using the shop rates and paper prices of the built-in estimating program for digital and wide format. They're the same shop rates and paper prices you're using to make quotes because the built-in program is a turbocharged version of the Silver Edition, working with standard Morning Flight data files.

2. Keep the prices you quote on the phone in sync with the prices you show on your website. Say your paper vendor announces a price increase for a paper item that's included with product Z and X on your website. You update the paper price in your estimating program but forget that the paper is also optional for one or more products on your shopping site. That's cool. As soon as you update your paper price, the Skypricer will automatically scan its web products database, alert you about the discrepancy, and suggest you print new worksheets for product Z and X. Nothing else has changed, so no other web products need to be updated. The Skypricer is telling you that.

3. Reconfigure the pricing formula of all your online products, should the need arise to host your site with a different vendor. It happens. Sometimes you just outgrow your current vendor. Other times their hosting fees go through the roof, or their software becomes dated or is discontinued altogether. Here, too, the Skypricer will relieve the pain. Remember, you didn't construct your product database in the vendor's software, you had the Skypricer build it on your desktop or network, or in cloud space under your control. Creating a revised set of worksheets that will work for the new vendor is just a mouse click away.

Now nobody can hold you hostage.

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BigCommerce Worksheet

Newsletters

Digital, D4/1, 8-1/2 x 11 (2-up)

Printed on: 20 lb Copy Bond, white
Digital Color on front
Digital Black on back

Base includes: File Prep

Code/SKU: NEWS75LBCO001

Base Price: **70.25**

Base Quantity: **150**

When this is Selected	Make this Change
Quantity = 550	ADD 65.20 to Base Price
Quantity = 150 AND includes Letter Fold (3 panels)	ADD 10.00 to Base Price
Quantity = 550 AND includes Letter Fold (3 panels)	ADD 75.20 to Base Price
Quantity = 150 AND printed on 60 lb Commodity Offset, white	ADD 0.30 to Base Price

With that as a Backdrop ...

Nobody could blame you for being tempted to sign up for one of the canned web2print subscriptions in the hope all this goes away. And it actually does, provided you can live with their recommended one-buyer-fits-all market prices. If you can't, that web2print solution is no different than any other shopping cart provider. You're back with your calculator at square one.

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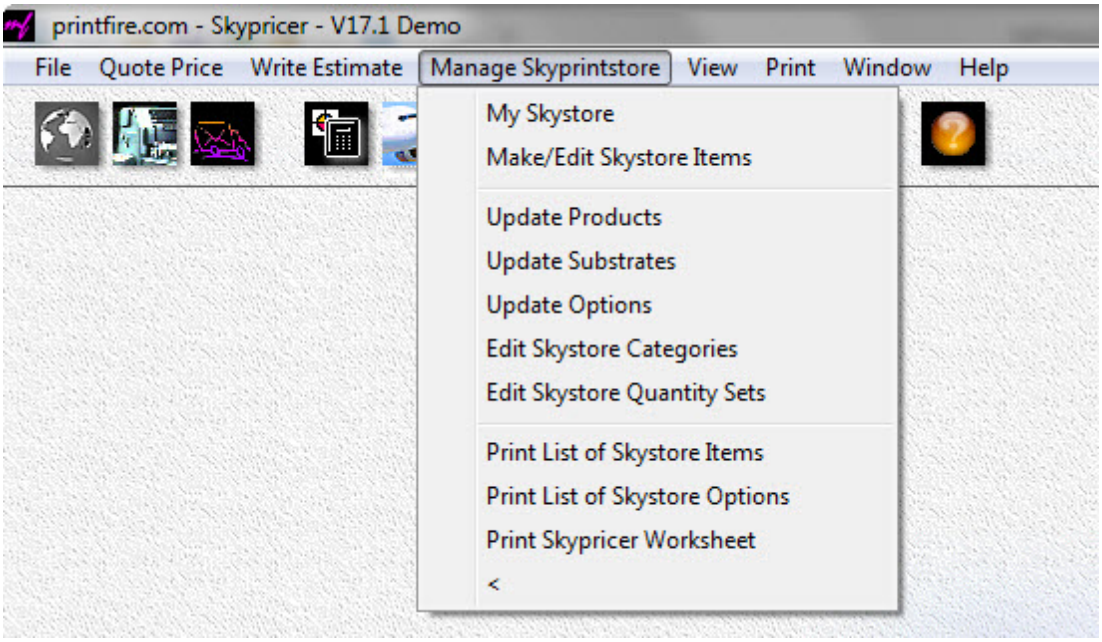
8.2 Creating Sky Items

"You know what a print consultant told me recently? He said to focus on what you do well and sell the living daylights out of it."

Good advice any day, but especially when it's time to decide what to put on the shelves of your online store. This topic describes how to update a skyshelf item or create a new one.



- From the main menu, select ***Manage Skyprintstore*** then ***Make / Edit Skystore Items***.

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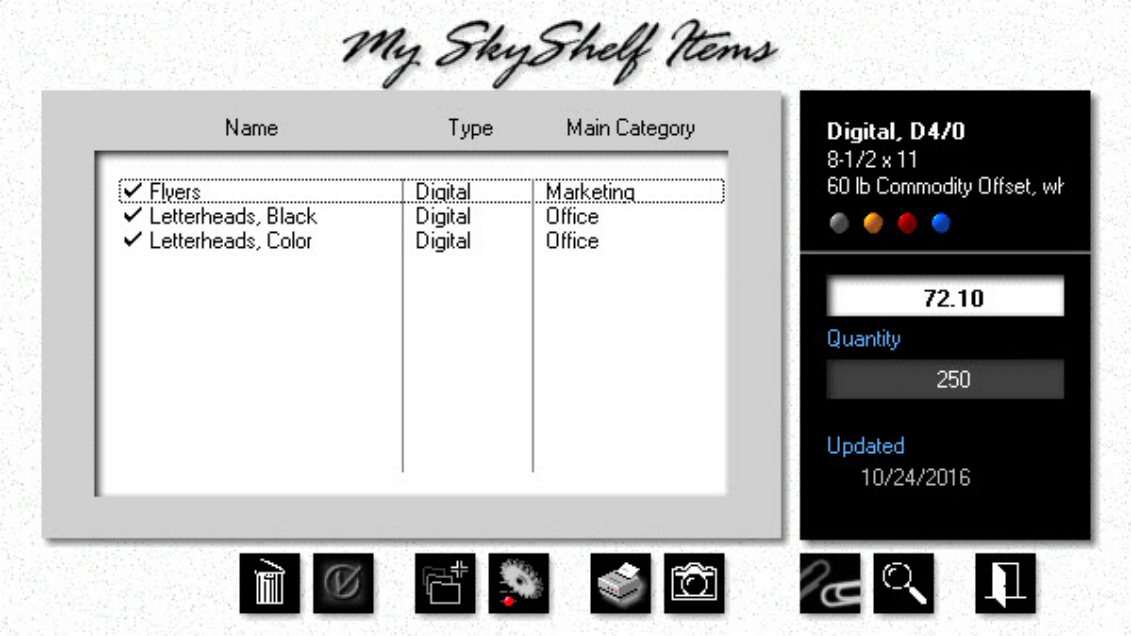

Click either the ***Add*** button to create a new sky item, or the ***Update*** button to edit an existing one. For this demo, we'll update ***Flyers,*** a skyshelf item entered earlier.

Note:

To get rid of a skyshelf item you no longer use, you can either delete it permanently with the trash can button, or temporarily disable (and later re-enable) it by clicking the button to the right of the trash can.

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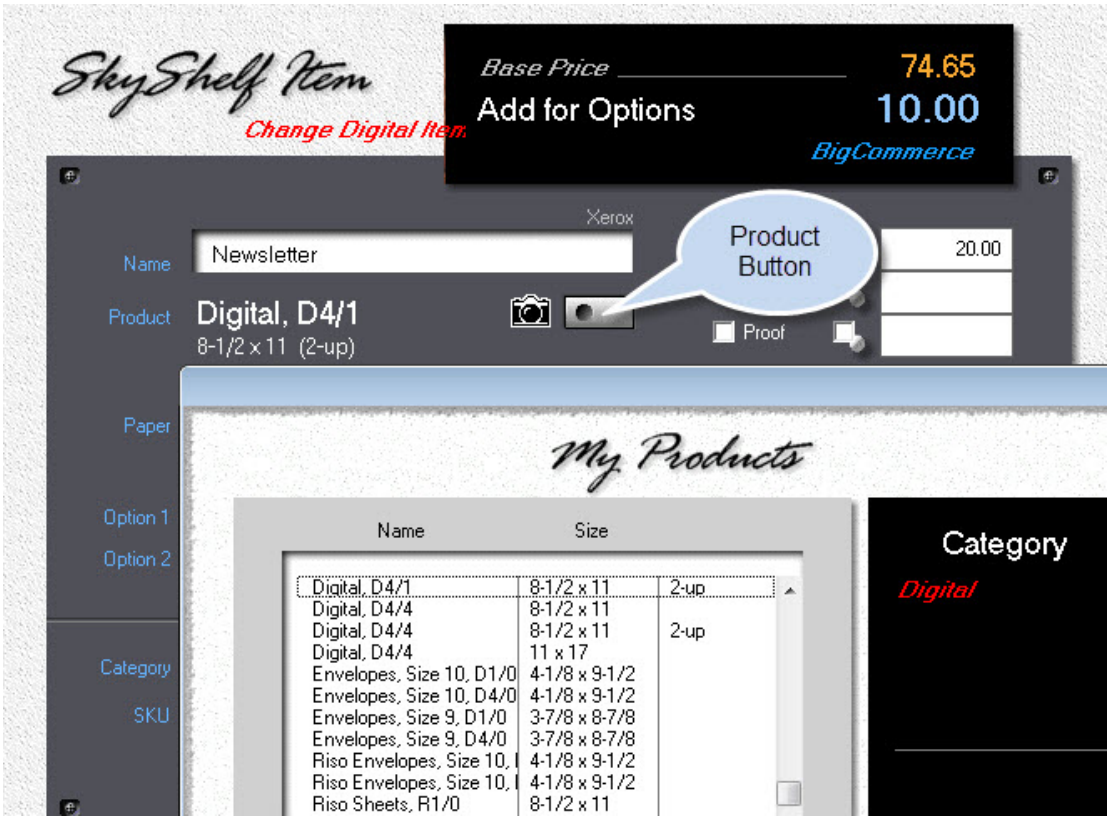

- Click the ***Product*** button. Make sure the Category is still set to Digital, then change the ***Configuration*** to ***D4/1,*** color on front, black on back.

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- Click the ***Paper Options*** button. Select the standard (base) paper and one optional paper by clicking the buttons shown on the right. This will give buyers the choice of two kinds of paper on which this item can be ordered.

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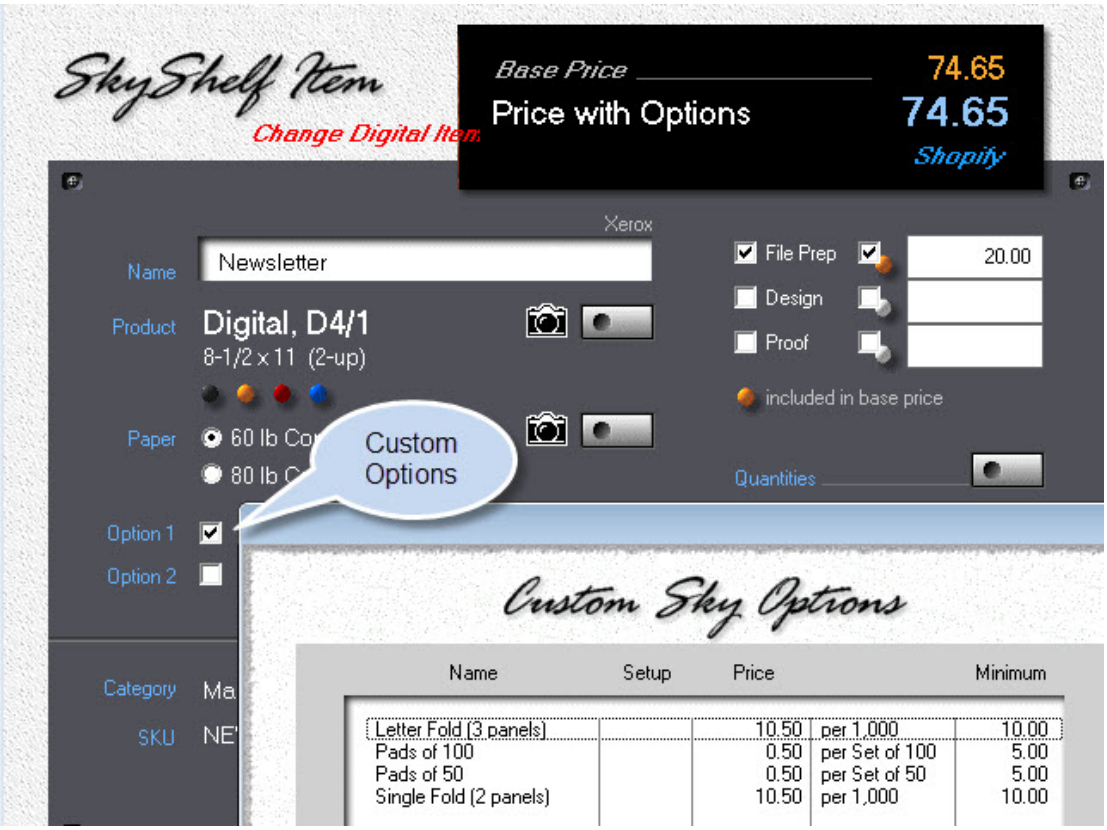

- Click the ***Option 1*** checkbox and select Letter Fold (3 panels).

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- Click the ***Quantities*** button. Here you select the range of quantities in which you'll offer this item in your store. You can change and delete any of the quantities on the left side of the window without affecting the quantity sets on the right. Whatever quantities you enter on the left will be in effect for this skyshelf item only.
- Select the 1 - 50 quantity set and clear the bottom three quantities of 10, 25 and 50. Fewer quantities mean fewer prices to enter when it's time to upload. You can safely ignore the ***Sort*** button. The program will sort on its own as soon as you close the window.

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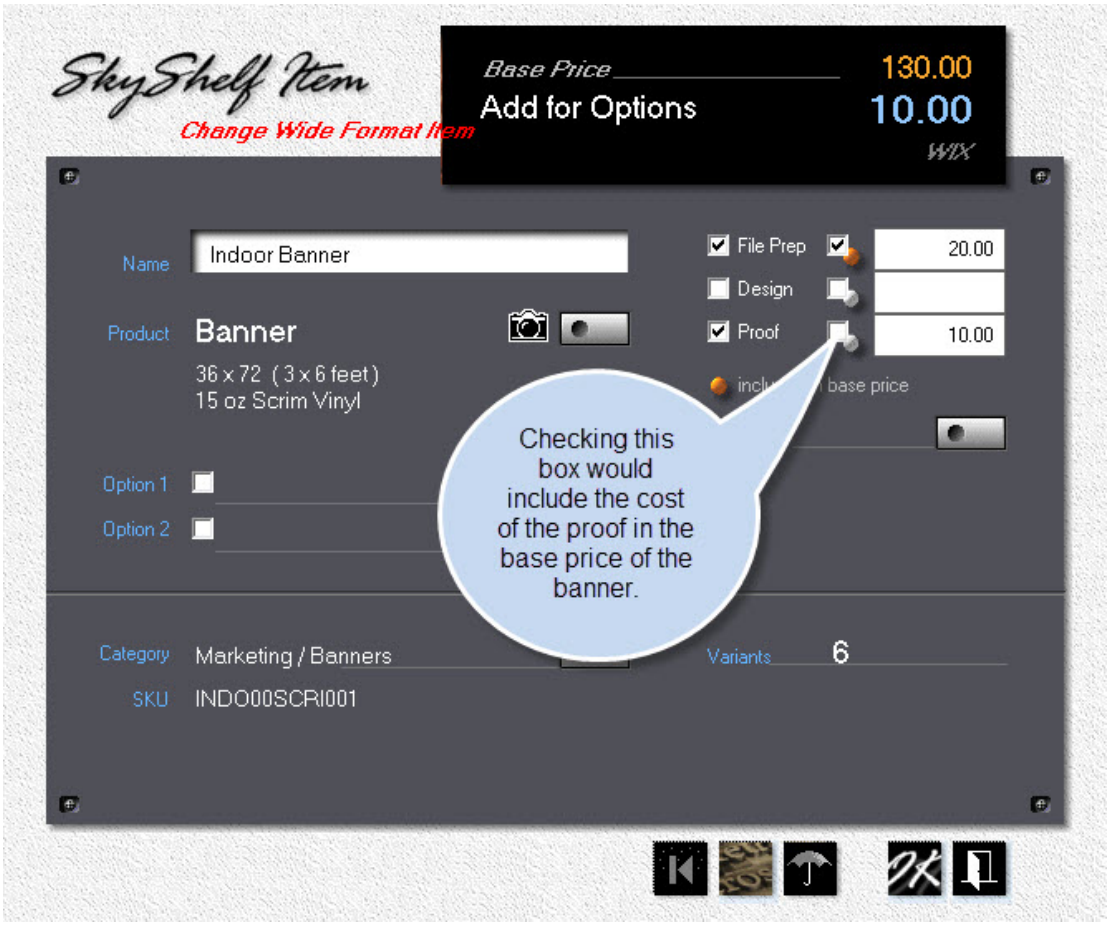

The final entries we'll make are for File Prep, Design, and Proofs. All three fields are free form - you can enter any value you like. Clicking the left checkbox when the field is blank will import the defaults you set earlier in ***My SkyStore.***

Clicking the right checkbox will include the option price in the base price of the item, reducing the number of variants you have to enter. The downside is that the option then becomes mandatory - it's no longer selectable. Proofs should probably stay optional in any event, as we did in the example. On the other hand, when File Prep is checked in the left box, the right box is checked automatically, making file preparation an integral part of the skyshelf item.

8.3 Creating Custom Options

This topic describes how to create and update Custom Options for skyshelf items.

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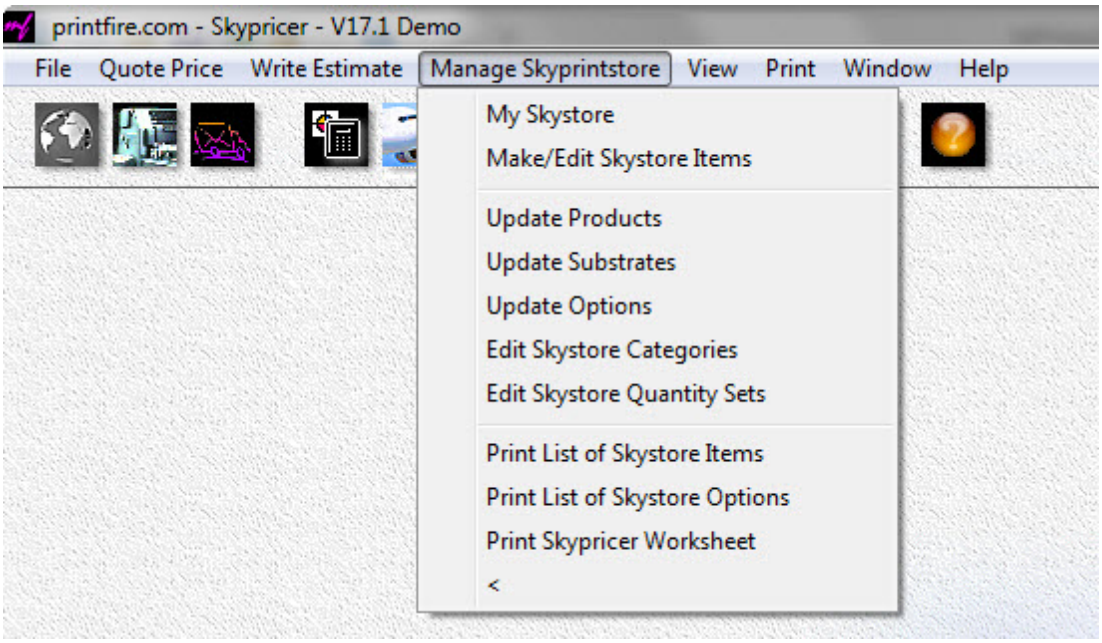
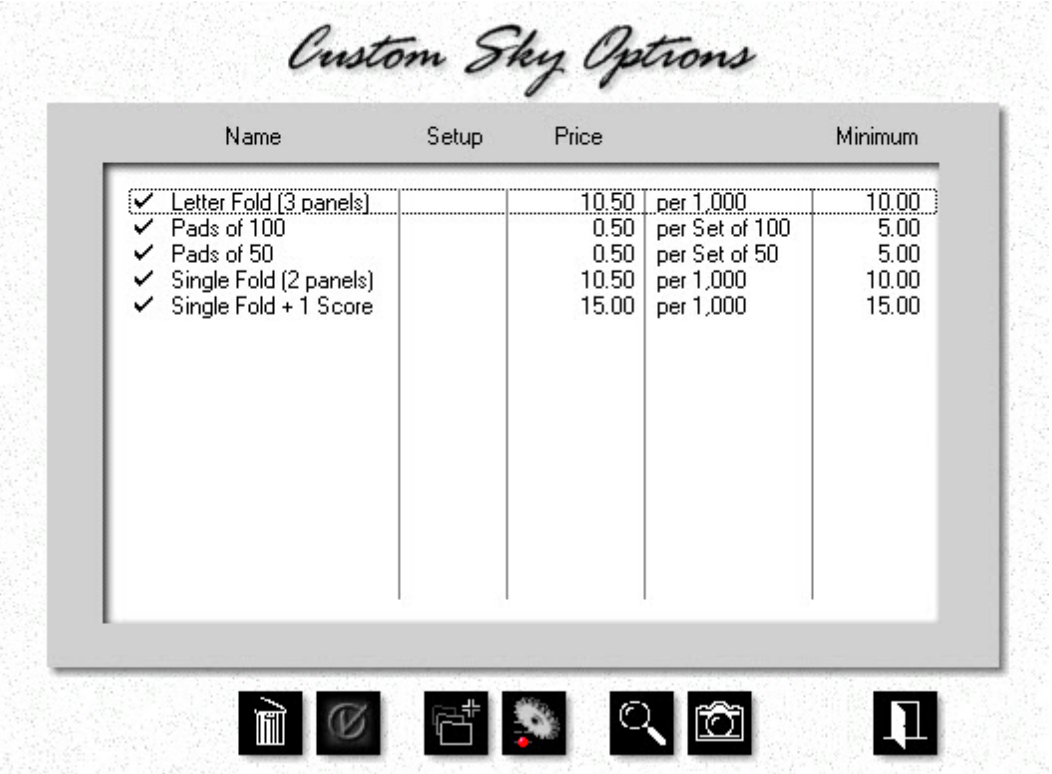


- From the main menu, select ***Manage Skyprintstore*** > ***Update Options***.



Click the ***Add*** button.

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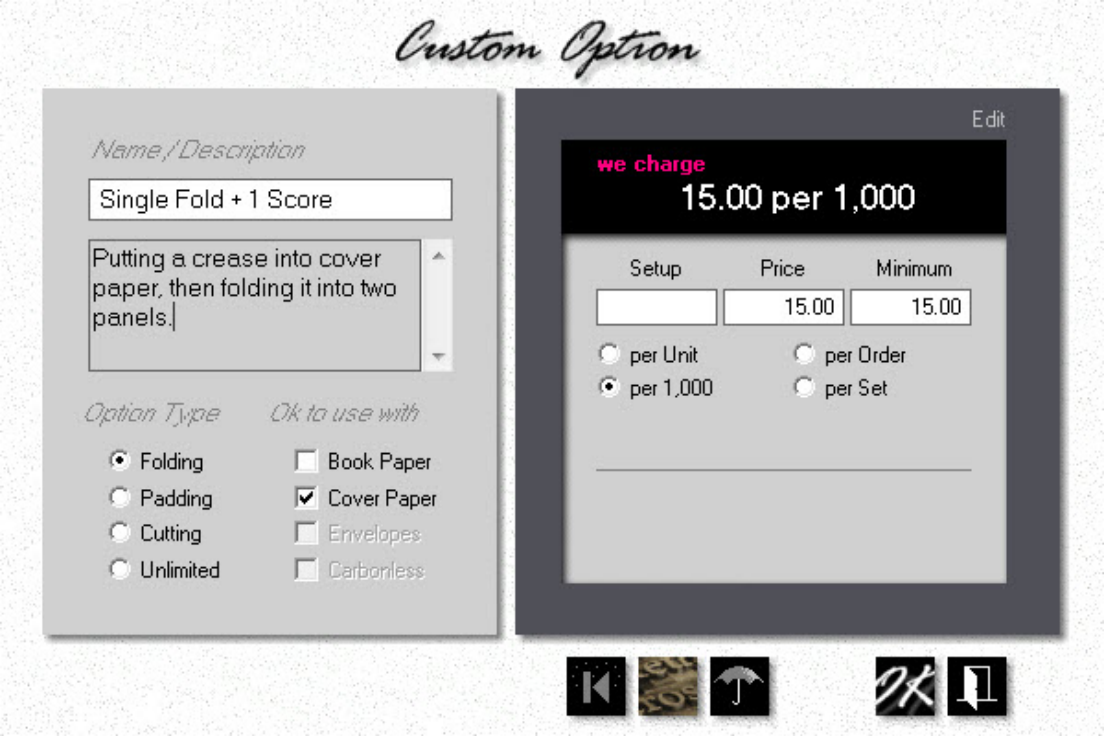

- Enter the ***Name*** of the option, and a brief description if necessary.
- Select how the option is priced: Per Unit, per 1,000, per Order, or per Set.
- Enter the ***Price*** and, if applicable, ***Setup*** and ***Minimum*** charges.

The left panel allows you to validate the sky option. In the example below, standard padding is available only for items printed on light weight paper (bond, writing, text). If you wanted to offer padding for cover paper, you would create a separate sky option with cover paper checked instead of book.

Note:

The Skypricer lets you create an unlimited number of sky options. Five come predefined out of the box - three for folding and scoring, two for padding. Pick any one of the five, and the pick list now comes up empty. What may look like a bug is actually the program's internal validation: A job can only be folded one way or another, but not both. Ditto for padding. And in 30+ years of owning a print shop, I've never once padded folded sheets, or wondered how I could fold pads. Long story short, when you assign one of the five predefined options, the rest stop being legitimate.

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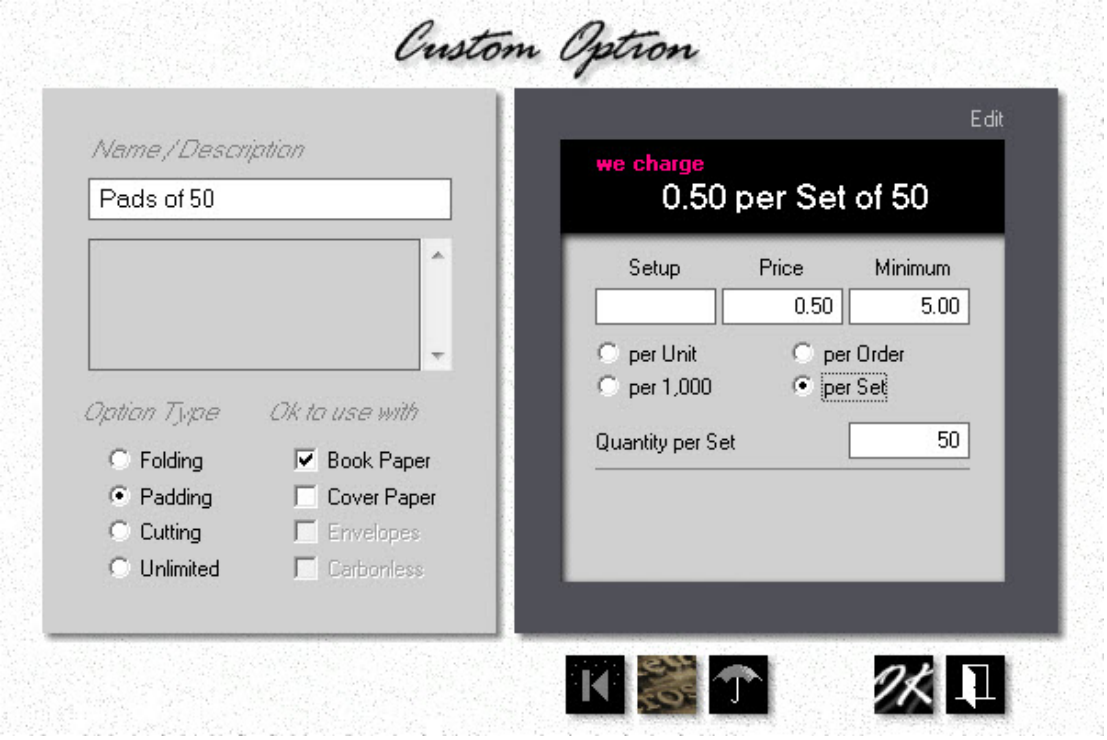

When you select pricing per set, an entry field appears that lets you enter the quantity per set. For options priced per unit you have the choice of offering a quantity discount. In the example below, you would offer a 10% discount on orders for 3 to 9 pieces, and a 20% discount on orders for 10 or more.

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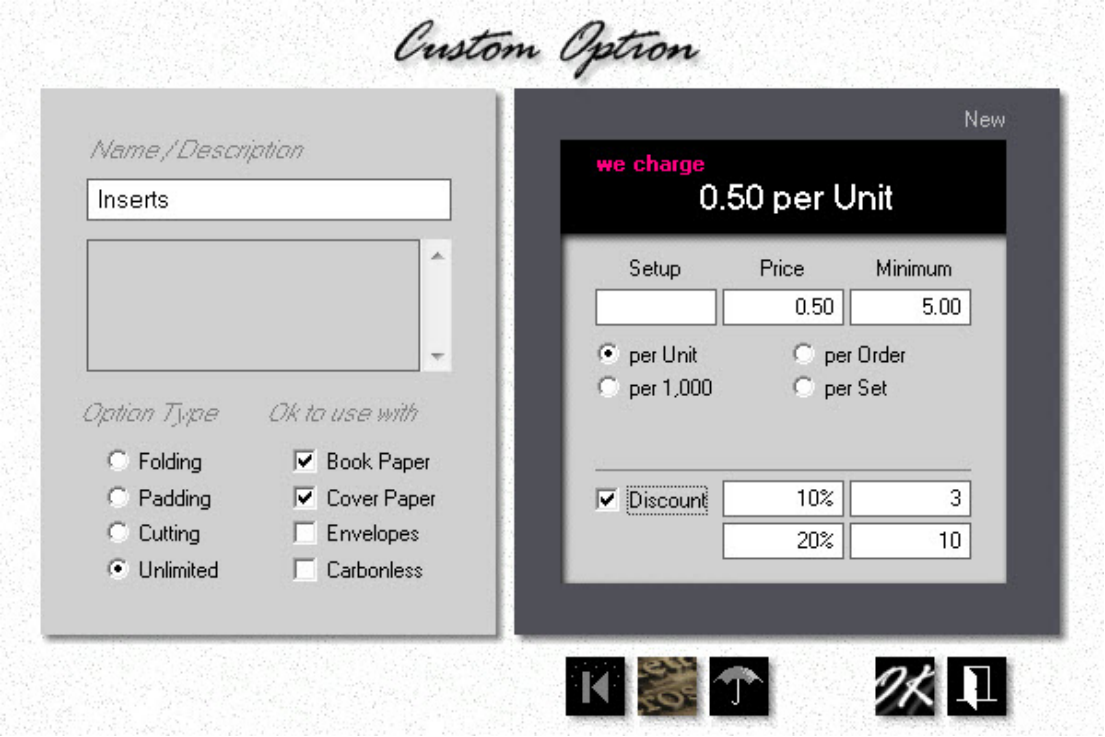

8.4 Setting up Categories

Most everything that makes sense in a brick-and-mortar store also makes sense on an online shopping site. Nothing says you have to set up categories to make the Skypricer function properly, but it's a really good idea to do so anyway - to make it Cousin Mel simple for store visitors to find stuff. This is, let's not forget, the internet.

This topic describes how to organize your Skyprintstore with product categories.

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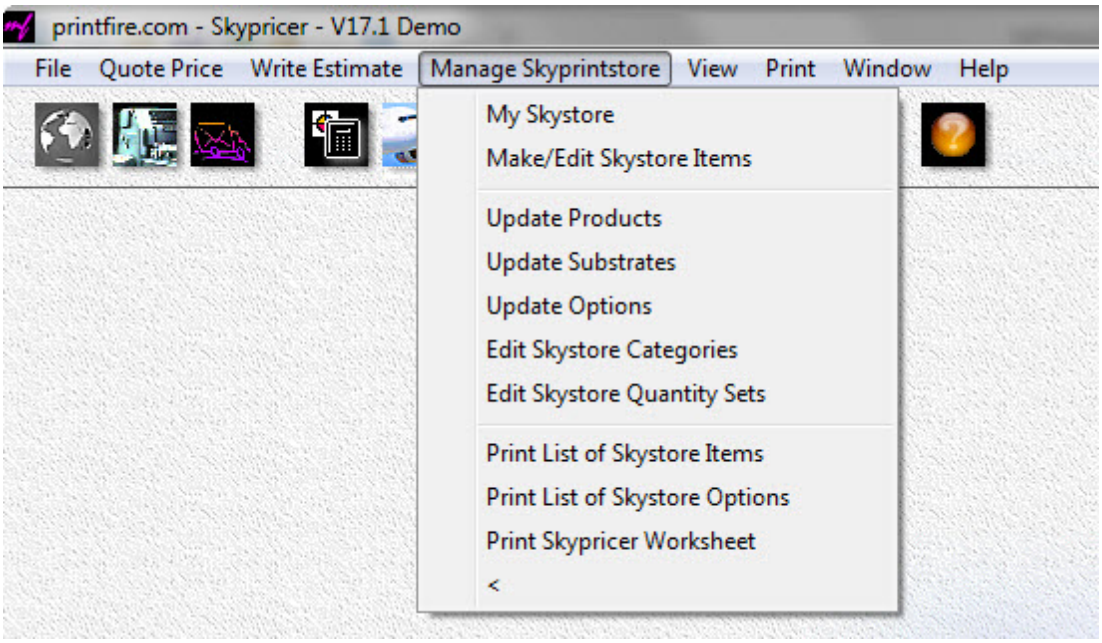

- From the main menu, select ***Manage Skyprintstore***, then ***Edit Skystore Categories***.

Highlight the *Rack Card*. If that category happens to be disabled (showing a red bullet in front), click the ***Checkmark*** button to enable it.

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Click the ***Update*** button.

- Change the Sub Category Name to ***Memo Pads***, then move the Main Category highlight bar to ***Office*** and click ***Ok.***

Note:

While the Skypricer does come with a number of main and sub categories predefined, those are merely suggestions. Change or delete any of them at will. Until you have your own categories firmed up, you may want to disable the defaults with the Checkmark button instead of permanently deleting them with the Trash Can. It's easy enough to trash them later. One main category (Marketing) and one sub (Flyer) are mandatory. You can, however, change their names.

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8.5 Managing Quantity Sets

The demo version simulates the full web2print functionality of the paid program, with one exception: The only quantities available are 100, 200 and 300 for digital, and one, two and three for wide format, with the Quantity button permanently disabled. As you would expect, that limitation goes away in the paid Skypricer.

- In the paid version, select ***Manage Skyprintstore*** from the main menu, then ***Edit Skystore Quantity Sets***.

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The 500 - 15,000 range of quantities at the bottom is probably a range few visitors to your store will be interested in. Let's change it.

- First select the 500 - 15,000 Quantity Set in the right panel. Now replace the values in the left panel with 250, 500, 750, 1,000, 1,250, and 1,500.
- Click ***Ok.***

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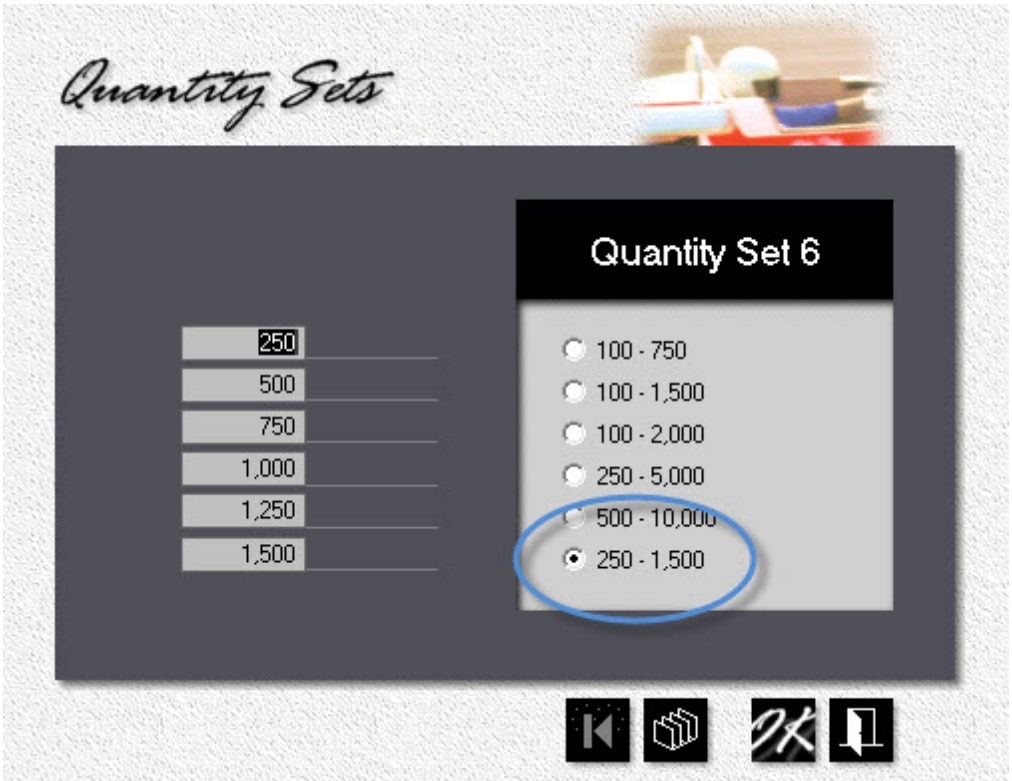

The modified Quantity Set will now be available when you create or update a Skyshelf Item.

Note:

This change will not affect existing skyshelf items. Each item has all of its quantities embedded - there's no live link between the skyshelf item and a quantity set. To apply the modified set you would have to update the item with the new range.

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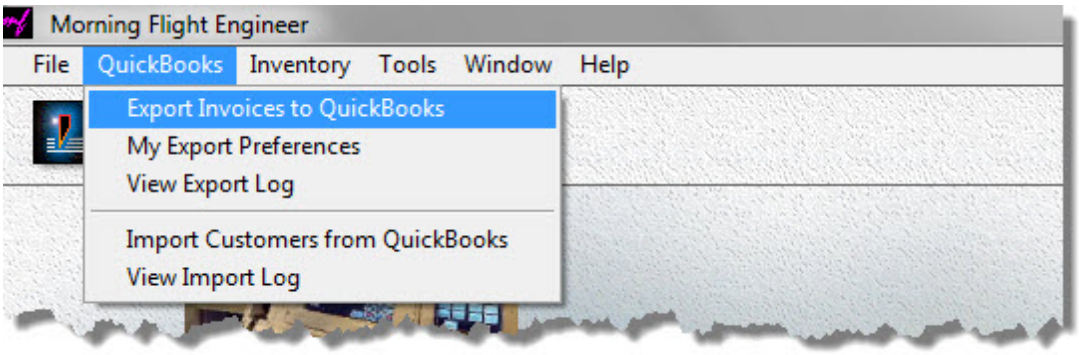
9 Working with QuickBooks

9.1 Preparing QuickBooks



What you'll need

Only the Skypricer. Everything's built in. Exporting lists out of QuickBooks has always been easier and more reliable than transactions, primarily because the exchange of lists is riding on tried-and-true CSV files. With the Skypricer, we've automated the import and merging of your QuickBooks customers with those already stored in your Morning Flight file.

What about the reverse, transferring your Morning Flight customer list into QuickBooks? Not a good idea. You may have built up a customer list in Morning Flight for a while, and that list will include folks who asked for quotes but never bought anything. Your list could probably stand a little pruning anyway, so why drag all that baggage into QuickBooks?

> Note:
> *The **Harry Smith** you have on file in QuickBooks is not the same customer as **Harry Smith & Co.** in Morning Flight. To keep duplicates from sprouting up everywhere, double check the names in both programs to make sure they match.*

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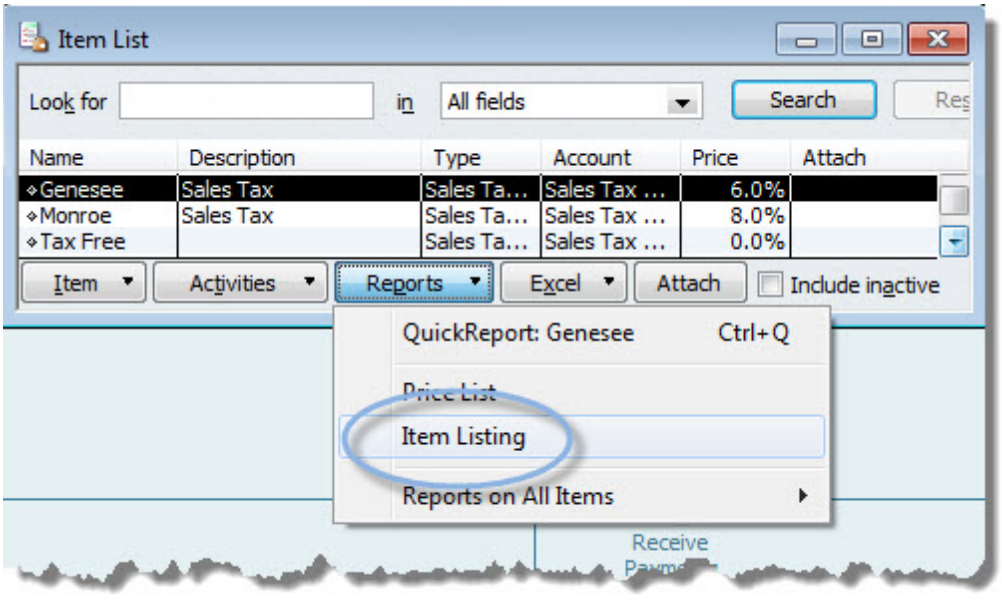
9.2 Importing Customers from

Compared to transactions like invoices, getting lists in and out of QuickBooks is pushbutton-simple. With one notable exception: Tax Districts. They're easy enough, just something we have to take care of before we start exporting and importing.

When you export your customers from QuickBooks, the generated file will include their tax district. What it will not include are the TAX RATES for each district. That's standard relational database practice. Hundreds of customers can have the same tax district, but the rate for that district is stored in a single location outside the QuickBooks customer file. Imagine what would happen if the rate was stored embedded with the customer and the County changed the rate and you'd have to look up every single customer affected by the change and update their tax rate individually - it would be a nightmare!

If you have scores of districts to contend with, the quickest way to sync them is to print the QuickBooks item list, then make sure the districts and rates you've set up in Morning Flight are identical to the sales tax items you've set up in QuickBooks.

To print the QuickBooks item list, go ***to Lists > Item List,*** then ***Reports > Item Listing.*** To view tax items in Morning Flight, go to ***File > Update Taxes.***



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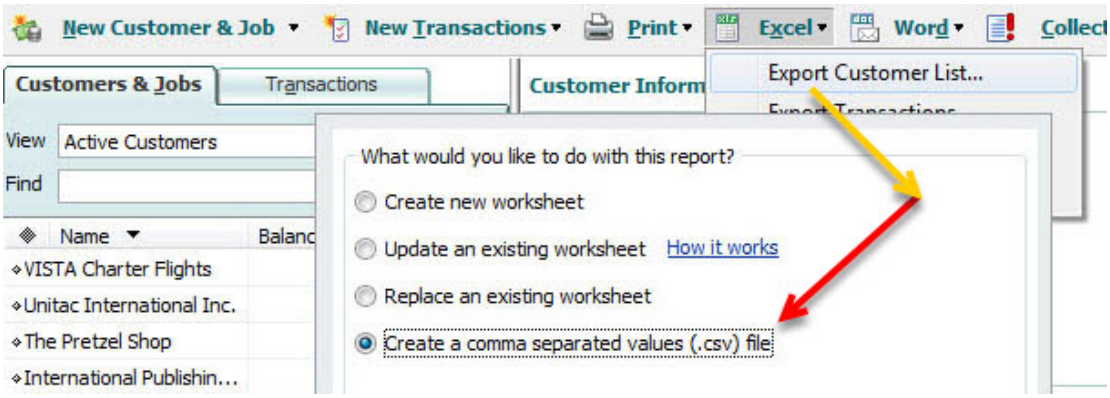
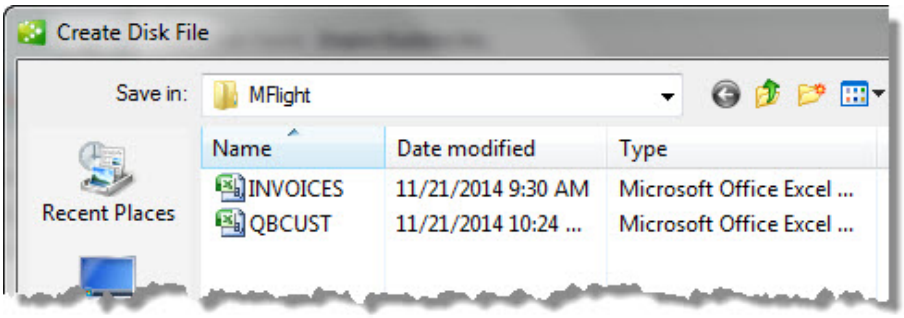
The Transfer - Step by Step



1. Open QuickBooks, then go to ***Customers > Excel > Export Customer List.***
2. When prompted, enter the folder into which you want to export your QuickBooks customer file (C:\MFlight\QBCUST.CSV by default). Use any drive\folder\file combination that's convenient. If you already have a folder for invoices, no need to create a second one. Use the invoice folder instead.

   CAUTION: *If you should happen to open the CSV file in Excel, don't update or save it. Close it without saving any changes. Excel has a habit of adding formatting options even when you tell it not to, making the file useless for importing.*



3. On the main menu, got to ***File > QuickBooks > Import Customers from QuickBooks.***
4. Click the ***Payment*** button to enter your most common payment terms.

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5. Click the ***Tax District*** button and do the same for sales taxes.

Note:

When Morning Flight can't match up an incoming tax district with a tax district in its own database, it defaults to the district you designated as your "most common." That's the district you see below. On average that will work, but it's a double-edged sword. Most of the time is, well, most of the time. If your QuickBooks tax rates don't match your Morning Flight rates, at some point you're going to get messed-up invoices.

6. Enter the ***File Name*** and ***File Folder*** for the Excel CSV file you exported from QuickBooks in step 2. It's OK to leave off the CSV file extension when you enter the name.

7. Select your version of QuickBooks - 2013 and earlier, or 2014 and later.

8. Finish up by setting your preference for omissions, then click ***OK.***

9. When the transfer is complete, click the Import Log button, or go to ***File > QuickBooks > View Import Log.***

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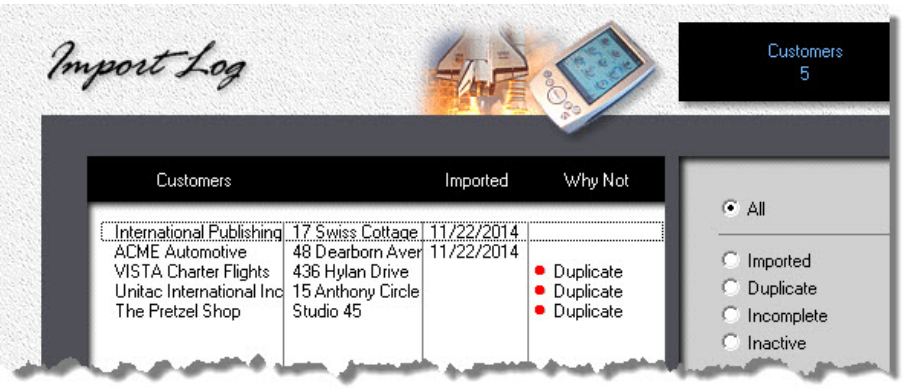

Preview and Update as you go

During the transfer you'll have a chance to edit customers as they're being imported. I can tell you from experience, the time you set aside for that will be time well spent. Making corrections now is so much quicker and easier than having to go through all your customer records later. About the buttons: To save the customer on display and bring up the next, click OK. You can bypass a customer by clicking the arrow button, third from the left. To terminate the transfer, click the exit door.

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One final note: When you're merging your QuickBooks list with your Morning Flight list, you're going to get duplicates. If the "Omit if Duplicate" box was left unchecked, enough duplicates possibly to put you into an endless loop. Reject one alert and up pops another. Here is how to get out: Click the magnifying glass in the alert box. The object is to preview the about to be duplicated customer. Which it will, and you can go on from there. But thankfully you also get an exit door to terminate the transfer - and restart it with the "Omit if Duplicate" box checked this time.

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10 Managing your Prices

10.1 Matching your Offset Prices

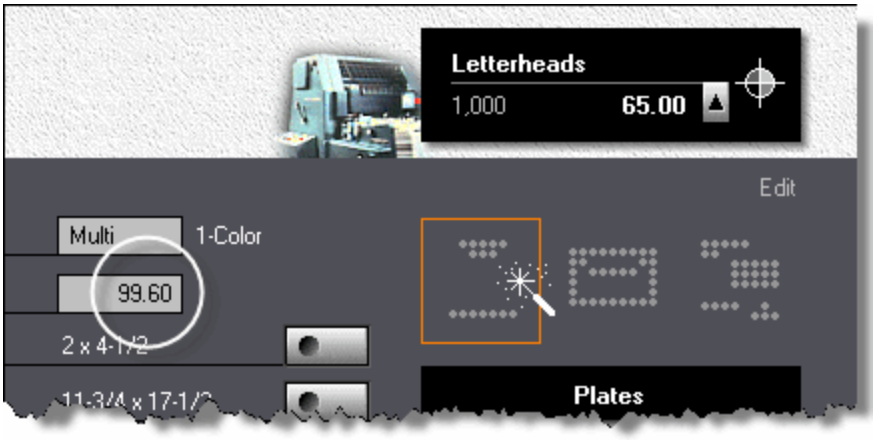
This topic describes how to match Morning Flight offset run prices to the prices you were charging before you installed the program. The objective is to find an hourly press rate that will do that. While the press rate contributes the lion's share, other factors also play a role in the price of your products. Before you can start matching prices, you first need to

1. Set your hourly prepress rate
2. Set your film prices
3. Set your packaging prices
4. Set your preferred quantities

How to synchronize your Prices

Click the ***My Shop*** button (or click ***File > My Shop***).

- Click the ***Presses*** button, then double-click the ***1-Color Offset*** press.
- In the window that opens, click the letterhead icon. It's the first one on the left. The next two represent envelopes and catalog sheets.



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- Click the ***up arrow*** to select the lowest quantity. Most likely, the price for that quantity is different from the price you're charging now for one-color letterheads (excluding the cost of paper). Keep adjusting the hourly press rate until the new price comes close to your current price. Write down the quantity, the hourly press rate, and the price at that rate.
- Click the ***up arrow*** to select the next two quantities, then repeat the price adjustment described in step four above.
- Click the envelope icon and repeat steps 4 and 5 for one-color envelopes.
- Click the catalog sheet icon and repeat steps 4 and 5 for one-color catalog sheets.

At this point, you'll have a total of nine one-color rates, derived from three different products at three different quantities. Those hourly press rates will all be different, but with luck they'll be close and you'll have an easy time deciding on a happy medium. In the table below, $100.00 would be a good starting point ($899.90, the total of all nine hourly rates, divided by nine).

If you rarely print one-color envelopes, you could omit them from the equation and divide $613.10 by six, for an average hourly one-color rate of $102.00.

1-Color	Letterheads		Envelopes		Catalog Sheets	
	Price	Press Rate	Price	Press Rate	Price	Press Rate
1,000	$65.00	$99.60	$78.00	$93.60	$85.00	$102.80
2,500	$105.00	$103.00	$135.00	$96.70	$135.00	$104.20
5,000	$155.00	$101.00	$210.00	$96.50	$200.00	$102.50

As you would expect, there can be only one hourly press rate for one-color. If there's a significant gap between the rates you've written down, experiment with plate costs and your hourly prepress rate to bring them in line. Keep in mind that the press rates you set here will affect all your products, not just letterheads, envelopes and catalog sheets.

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Once you're satisfied with your one-color offset prices, repeat the process for two-color and four-color.

10.2 Matching your Digital Prices

This topic describes how to match Morning Flight digital run prices to the prices you were charging before you installed the program. The objective is to find press rates and click charges that will do that. Before we start, you'll first need to

1. Set your packaging prices
2. Set your preferred quantities

How to synchronize your Prices

Click the ***My Shop*** button (or click ***File > My Shop***).

- Click the ***Presses*** button, then double-click the ***1-Color Digital*** press.

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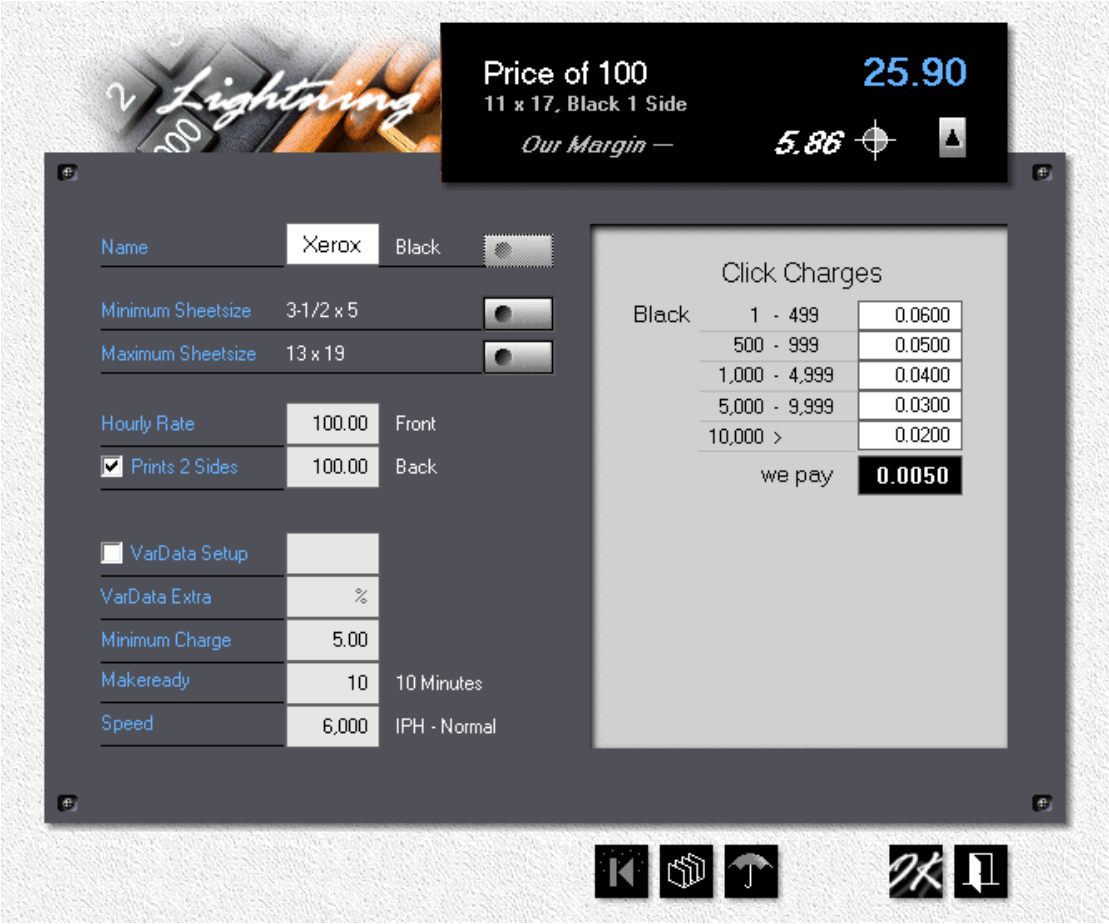

- Click the ***up arrow*** to select the lowest quantity you want to start out with (from a choice of five). Most likely, the price for that quantity is different from the price you're charging now for black digital, excluding paper. Keep adjusting the hourly press rate and click charges until the new price comes close to your current price. Write down the quantity, hourly press rate, click charges, and price.
- Click the ***up arrow*** to select the next two quantities, then repeat the price adjustment described in step three.

Note:

Click charges in the light gray panel are prices, not costs. They're what you charge your customers. "we pay" is what the vendor charges you. Note that the price in the upper black panel updates as you complete each entry.

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At this point, you'll have a total of three rates for three different quantities. Those rates will vary, but with luck they'll be close and you'll have an easy time deciding on a happy medium. In the table below, $85.00 would be a good starting point ($255.20, the total of all three hourly rates, divided by three).

As you would expect, there can be only one hourly rate for digital black. Once you're satisfied with your black prices, repeat the process for color.

	Current Price	Press Rate	Click Charge
1,000	$50.00	$86.50	$0.03
2,500	$95.00	$85.00	$0.03
5,000	$230.00	$83.70	$0.03

10.3 Pricing Products

Before we explore how to price Morning Flight products, let's first define what a product is. Technically speaking, it's a container. Something to hold sheet sizes, makeready, press speed, plate type. A template then, in plain English? Well, sort of, but not exactly. When we think of templates, we see half-finished, fill-in-the-blanks frameworks, with placeholders telling us where to put the missing bits. In contrast, Morning Flight products are completely finished, ready to use as is. They can stand in as models for making other products, and in that case they do act like templates, but generally they're used straight out of the box.

Take a letterhead, for instance. As a template, that letterhead might have its size and plate type hardwired. Makeready and press speed stay open, to be filled in by the estimator. In a Morning Flight product, makeready and press speed are hardwired as well. Everything is. Except we would probably have at least three different letterheads in our product line-up: A standard, run-of-the-mill corporate version, a letterhead with just an address on top, and a demanding prima donna with an exact color match.

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The Benefits

Ok, so what can a product do that a template can't? First and foremost, a mockup of the job that needs to be quoted can be compared to some predefined products. Even buyers unfamiliar with printing can match their mockup to one of your samples. Your estimator does his job once, attaching makeready and press speed and other factors when creating each product. Few buyers would have the skills to do that. If you want to sell printing on line at different price levels, you can show pictures that reflect each level.

Along similar lines, cousin Mel can now be entrusted to do most of the low-end quoting, leaving complex and more important projects to a professional estimator. In the smaller shops that's likely to be the owner or manager. Between helping with production and pacifying customers and filling in for employees out with the flu, she's hardly the person who should estimate ten-dollar jobs that rarely materialize anyway. Cousin Mel, on the other hand . . .

Finally, products open the door to automation. Few consumer products are more automated than digital cameras. How automated would those cameras be if they had to work with templates, if exposure and focus had to be dialed in for each picture? With Morning Flight products, parameters are inherent. That allows the program to intelligently increase press speeds as run lengths go up, make sure letterheads don't get printed on card stock, calculate ink consumption based on coverage, keep envelopes from being folded ... the list goes on. Products just generally make life easier.

How do we price Products?

Actually, we don't, not directly. Copy products and wide format are notable exceptions. On offset products, Morning Flight integrates the properties of the product with the hourly rate of the assigned press, reads the quantity, and comes up with a price. On digital products, it's the size and ink coverage of the product that combines with the properties of the press (hourly rate, run speed, consumables and click charges) to determine the outcome. It's a little more complicated than that - a host of other factors get pulled into the mix - but in principal that's how it works.

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What separates Wide Format

In a word, technology. And to a lesser extend, the internet. Evolution in this field is so rapid that press-based pricing just isn't practical. What keeps pulling the rug out from under us isn't just the onrush of new inks and hardware, but where and how wide format products are being used. Think fabrics for interior decorating, and contour-cut decals that hardly anyone associates with 'wide'. When you factor in the internet, prices driven by costs go out the window as well. Think Vistaprint.

What's left are value-driven prices based on size, substrate, and what our regional market says they should be. If we can't produce wide format for that, we probably shouldn't be in the wide format business. And if we're planing to sell wide format online, we really do need to look at Vistaprint and other high volume vendors selling banners on the internet. Not to get our prices down to their level necessarily, but to see whether a snazzier banner is the knife we want to bring to the gunfight.

It took nearly a hundred years for print marketing to catch up to how Henry Ford priced the 'Tin Lizzy', his revolutionary model T automobile. In *"My Life and Work"* published in 1922, he writes:

"We have never considered any costs as fixed. We first reduce the price to the point where we believe more sales will result. Then we go ahead and try to make the prices. We do not bother about the costs. The new price forces the costs down." That's a shining example of value-driven marketing, far beyond giving people what they want. Henry also wrote: "If I had asked people what they wanted, they would have said a faster horse." Ahead of his time, old Henry was.

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Why Copies are different

Copies are priced per copy, so here the product alone determines the price. And that's what separates Morning Flight copies from Morning Flight digital. With advances in copier technology, the clear dividing line that once existed between the two methods - toner versus ink - has blurred. Many copiers now serve as digital printers. Today, it's no longer how the image is put on paper, but which pricing model best fits your needs.

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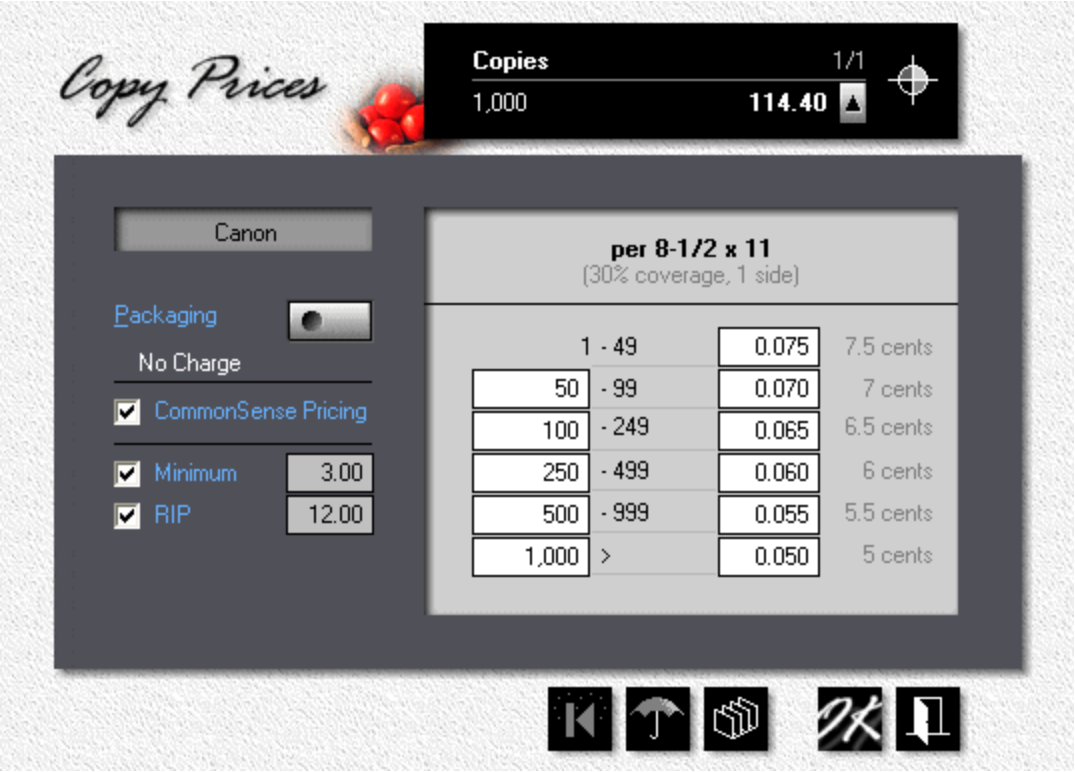

10.4 Pricing Paper

For years, paper pricing in Morning Flight was linked to volume. The price you quoted your customer depended on the size of the order you placed with your vendor. Was it for less than a carton, a full carton, or so many cartons the commission alone would buy the sales rep a weekend in Vegas?

Later we opened the Morning Flight Forum and discovered that most printers now pay the same price no matter how much paper they order on any given day. That's true at least here, in the U.S., though I suspect a nice discount might still be on the table if the order was large enough.

That kind of pricing policy may not make sense from a marketing perspective, but happily, we don't make the rules. Our job is to make sure Morning Flight can deal with them.

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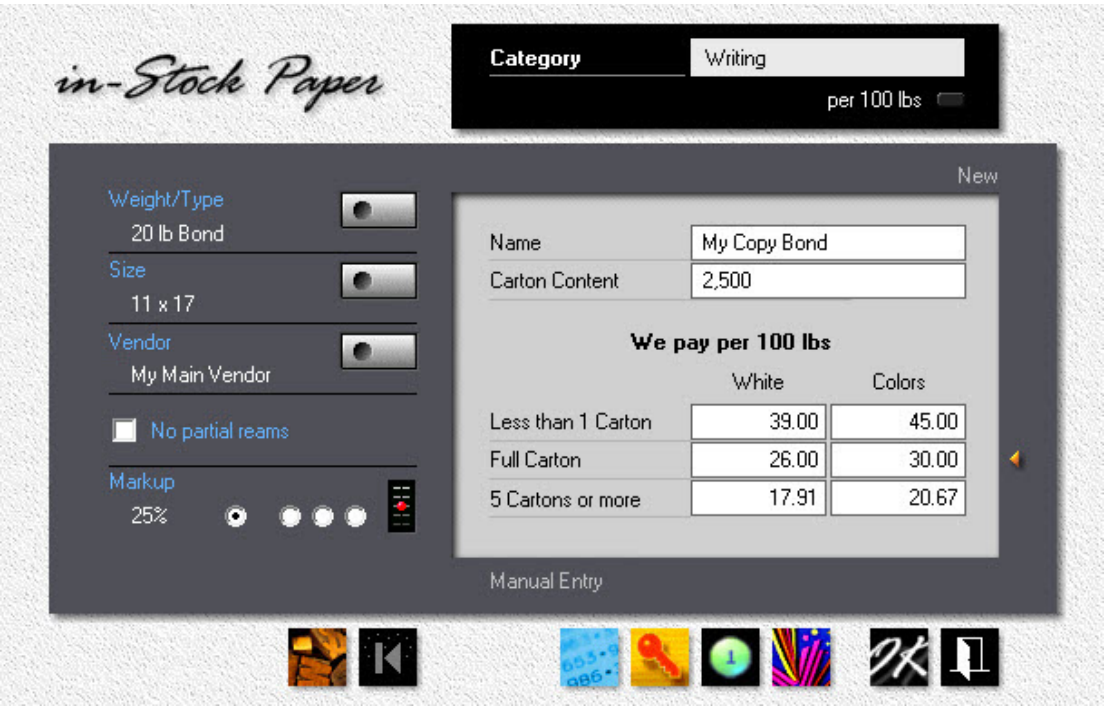

Pricing Options

All paper categories let you enter paper costs per 1,000 sheets, in three different quantity brackets. The number of cartons in the final bracket is user adjustable, and each paper item can have its own custom markup. Starting with version 13.1, all three categories now offer a check box to prevent paper from being priced in broken reams or partial boxes of envelopes.

Custom and in-Stock paper add another layer of flexibility. There you can enter costs either per 1,000 sheets or per 100 lbs (50 kg when the program is set for metrics). For bracket configuration, you have a choice of cartons only, weight only, or cartons up to a full carton, and beyond that by weight.

> Note:
> *In the next window, left-clicking within the red circle will increase the number of cartons, right-clicking will lower it. Clicking anywhere else in the area pointed to by the arrow will change the bracket configuration. Be sure to match up your configuration with how the paper is sold by your vendor. Entering a cost for 100 lbs. when your entry is set for 1,000 sheets will get you a bad price in a hurry.*

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What the Buttons do

Clicking the ***Manual Entry*** button makes all cost fields available for manual entry. The only rule is that you can't sell less for less:

1. The cost in the full carton bracket can't be less than what you've entered in the multiple carton bracket, and
2. The cost in the broken carton bracket can't be less than what's in the full carton bracket.

Clicking the ***Auto-Price*** button speeds things up because you need to enter just one value - your paper cost in the full carton bracket. Costs in the other two brackets are automatically recalculated to common defaults. Because the program has no way of knowing what's in your vendor's price book, these costs are estimates. Likely to be good enough for 500 letterheads but not for 10,000 catalog sheets.

Clicking the ***One-Price*** button ignores brackets and applies the full carton vendor cost regardless of quantity. You could still see a difference in the cost + markup price charged to the customer if you're using sliding-scale markup rates. For instance, a 25% markup in the full carton bracket and 30% if less than that.

Clicking the ***Color*** button will price in-Stock color paper the same as white.

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Note:

The color button is found only in the in-Stock window. With the other three buttons, it's either manual, auto-price, or one-price. Only one can be active at a time. The entry method in use is displayed at the bottom of the window. It's attached to the paper item to which it applies, but can be changed during edits.

10.5 Setting Paper Markups

Setting up paper markups ought to be simple. Far too many printers forgo markups entirely and think it's Ok to sell paper at cost. That being the case, why not settle on a single markup rate and be done with it? Absolutely - no reason not to.

On second thought, better make it two rates. The best way to motivate buyers to select paper we have on the shelf is to reduce the markup on it. We definitely want to encourage that. Three rates then, one for paper we keep on hand, one for paper we have to order as needed, and a third for blank second sheets. Ok, we're good. Let's run with that.

No, wait. Shouldn't we use smaller markups on larger quantities? Good point. So nine entry boxes to fill in. Still, simple enough, all things considered.

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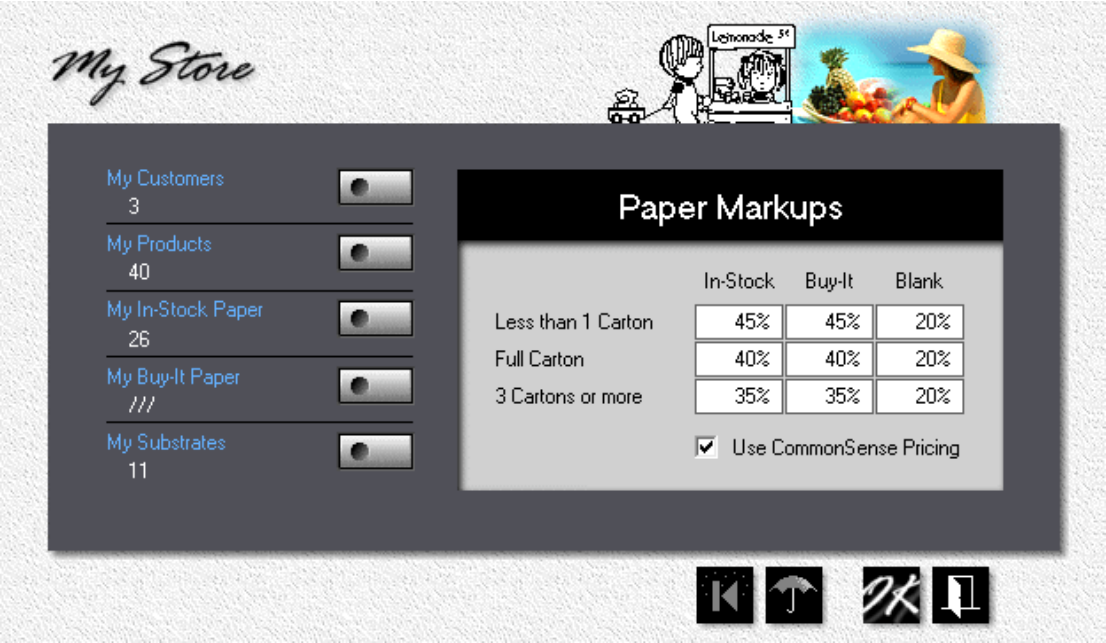

Except, and I don't mean to throw a wrench in it, shouldn't we also have custom markups for exceptional projects? *"Make 'em up as you go"* rates we can apply, like, whenever? Why, yes, we should.

You can see where this is going. Our *simple* train has left the station. Ditching general markups altogether and relying solely on custom markups for each individual item isn't such a brilliant idea either. Who'd want to update hundreds of paper records, one at a time, when it's time for a markup makeover? Proving once again that KISS (Keeping It Simple Stupid) and functionality don't always go hand in hand.

Setting General Markups

The markup rates you enter into the nine boxes in My Store are what Morning Flight uses by default, based on paper category and quantity. If you want to use a single rate across the board, just enter identical rates in all nine boxes.

In the window below, the little gold triangle points to the quantity in use. The 25% rate is linked to the settings in My Store. Had the quantity been three cartons or more, the markup rate would have dropped to 20%.

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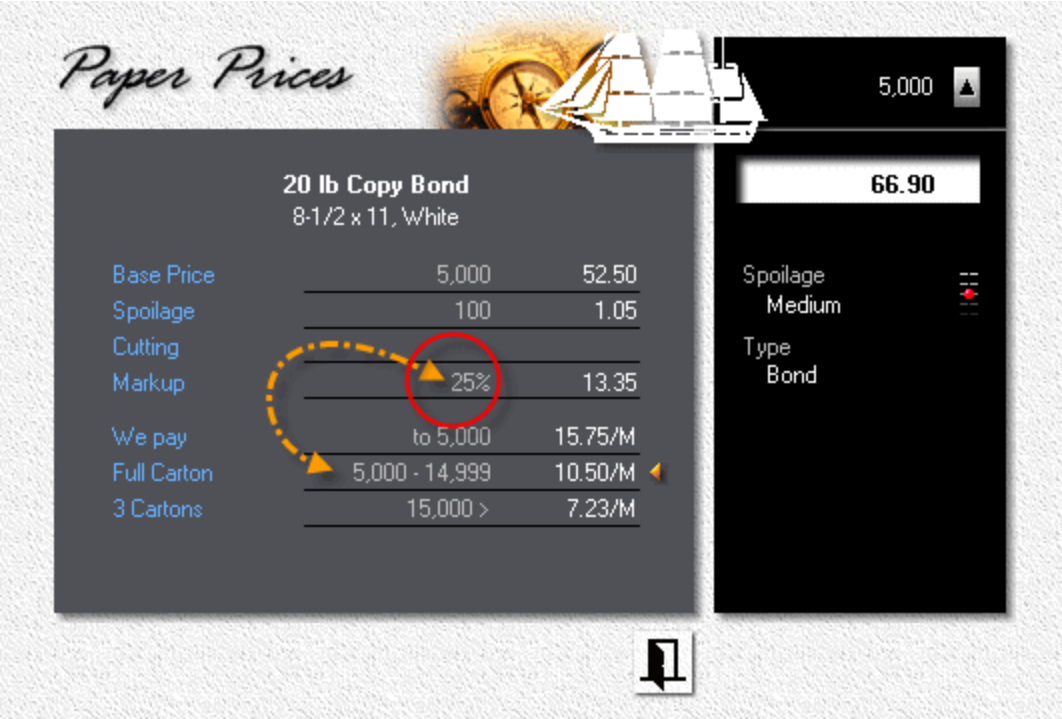

Working with Custom Markups

Here is where it gets interesting. A little difficult to decipher maybe when you first encounter the buttons, but scratch the surface and you'll discover a mechanism that's still simple.

Worth noting is that custom markups are an option not only when you make a quote, but also when you set up or edit paper. You could, if you wanted to, give every paper item in every paper file a different markup rate. And then spend way too much time keeping track of it. Seriously - don't even think about it!

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Take a peek at the four radio buttons. You'll note they've been graphically separated into two groups. The first button is dynamic, linked to the markup rates set in My Store. The next three are static, totally independent, producing fixed markup rates not linked to anything. Not to quantity, not to category, not to My Store. When the markup says 10%, ten percent is what Morning Flight adds to our cost. Values range from 0% - 20%, 25% - 45%, and 50% - 150%.

Let's revisit the first button. Here you can fine-tune the markup rate coming in from My Store by left-clicking or right-clicking the black slider. Each click increases or lowers the markup by one percentage point. The effective rate will vary, depending on the quantity in use.

In the example below, the quote calls for a full carton. The slider is set at its lowest point, so the markup drops two percentage points, lowering it from 25% to 23%.

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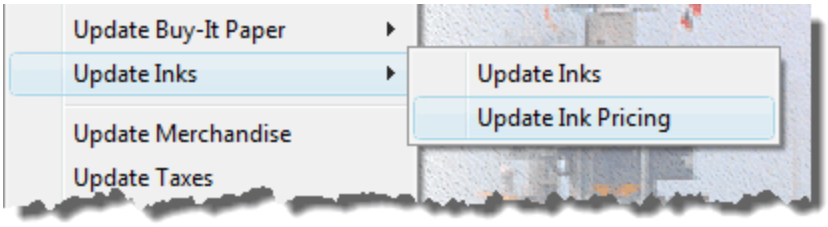
So to recap, the first button offers a two-point adjustment, up or down, for each of the nine markup fields in My Store. Because the slider gets its mid-range value from My Store, when you adjust a general markup rate in My Store, the custom rate rides along with it.

The next three buttons serve up a flat, permanent markup rate, regardless of the quantity or the type of paper. What you see is what you get. Down to, and including, zero - no profit of any kind. Sometimes, in the real world, often less. But you already knew that!

10.6 Pricing Ink

Not much to cover here. Every entry will be self-explanatory to anyone who's ever worked in an offset shop.



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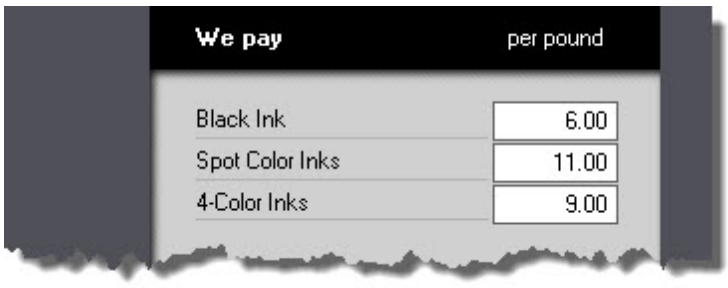
- From the main menu, go to ***File > Update Inks > Update Ink Pricing.***
- Enter the prices you charge for washups and extras. Uncheck any item you plan to offer free of charge. For instance, it's common for shops that specialize in four-color process to not charge for process color washups. If you uncheck the light color box but leave the dark color box checked, Morning Flight will price light colors the same as dark colors.
- Click the ***Our Costs*** tab and enter what you pay per pound or kilo. Consumption is automatically calculated by the program.



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10.7 Pricing Prepress

This topic describes how to price composition and other prepress charges for offset, digital, and copies.

From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Prepress*** button.
- Enter the hourly rate you charge for desktop publishing, then enter the hours and minutes it takes to compose an 8-1/2x11 or A4 page of medium complexity.

  Note:

  Complexity is a property assigned to each product. For standard letterheads, the complexity is set to medium. That's user-adjustable when you update the product. If you prefer, you can enter actual hours and minutes instead. Here are the values that result when you enter 1:30 hours for medium:

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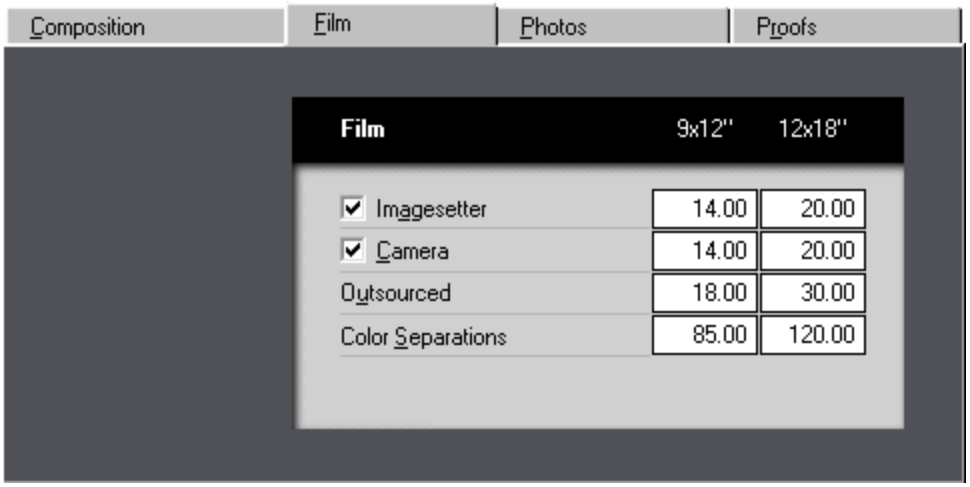
Composition	*Percent*	*Hours/Minutes*
Very Heavy	220%	3:18
Heavy	150%	2:15
Medium	100%	1:30
Light	60%	0:54
Very Light	30%	0:27

- Enter the hourly rate you charge for other ***Prepress*** operations, such as imposition and stripping.
- Click the ***Film*** tab. Check the ***Camera*** and ***Imagesetter*** boxes as appropriate. This tells Morning Flight what type of equipment you have. If both boxes are unchecked, your only film choice will be ***Outsourced***.



- Click the ***Photos*** tab. Enter the prices you charge for ***Black and White*** and ***Color Scans***. It's common in the industry to offer discounts. If you do, enter the quantity range and discount percentage.

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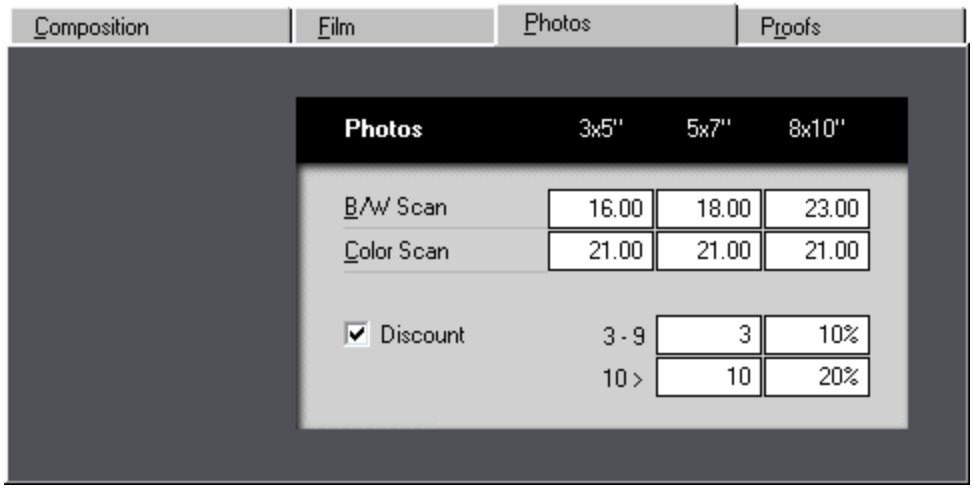
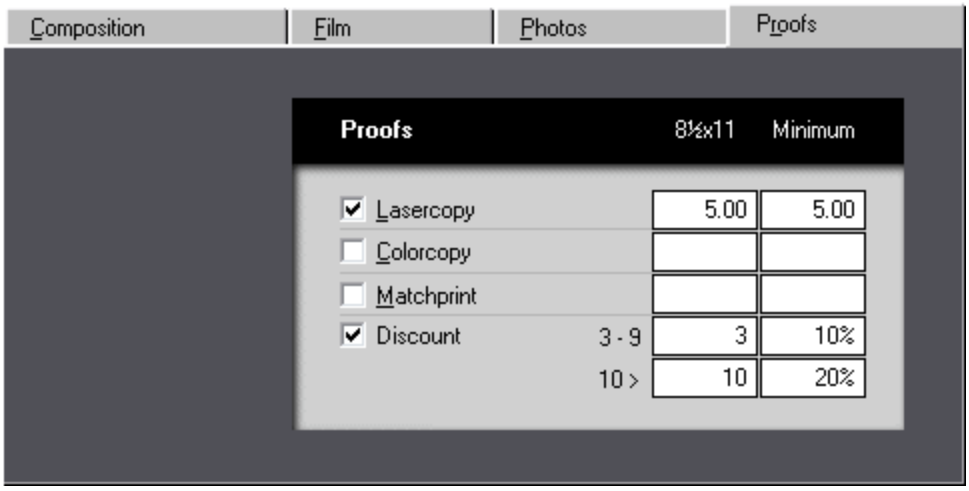


- Click the ***Proofs*** tab. Check the boxes as appropriate, then enter prices and discounts.



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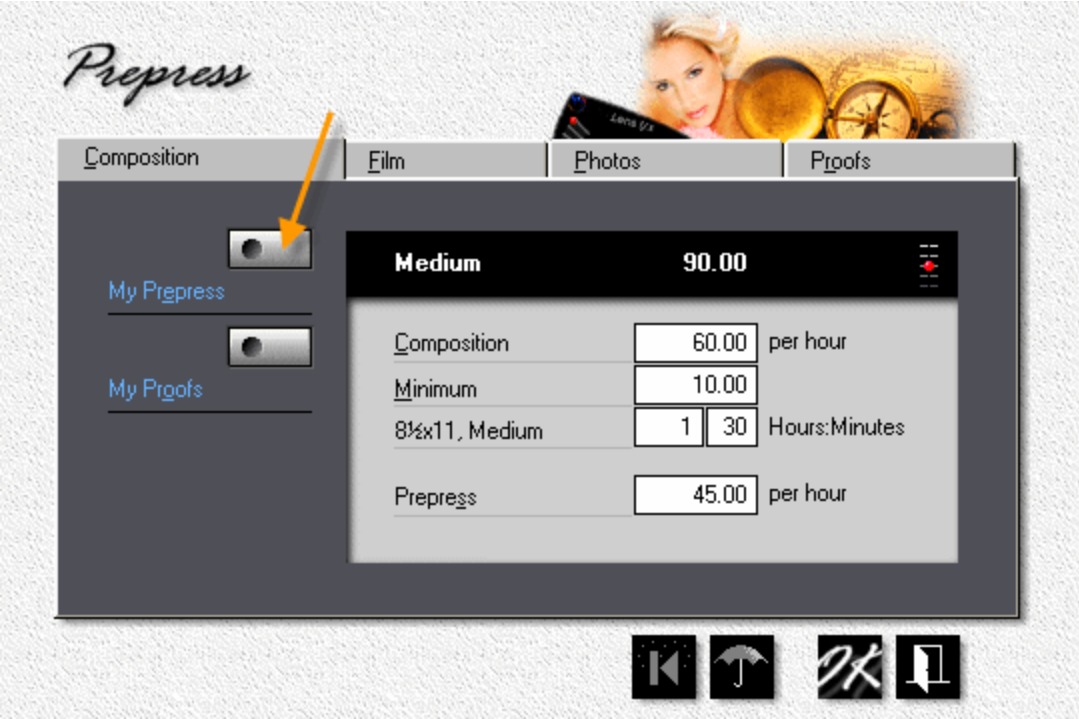
10.8 Pricing Custom Prepress

This topic describes how to price *My Prepress* for offset, digital, and copies.



From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Prepress*** button.
- In the prepress pricing window, click the ***My Prepress*** button.

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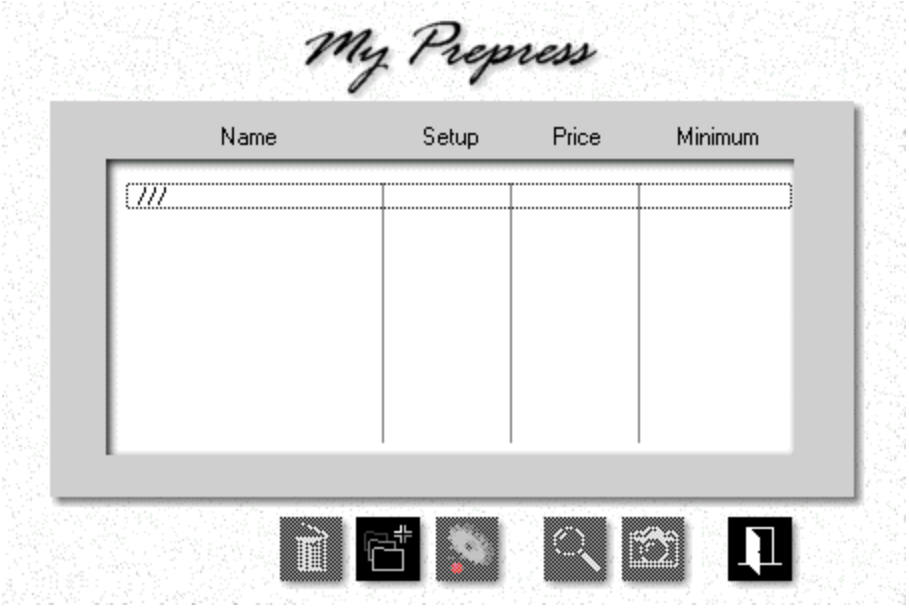
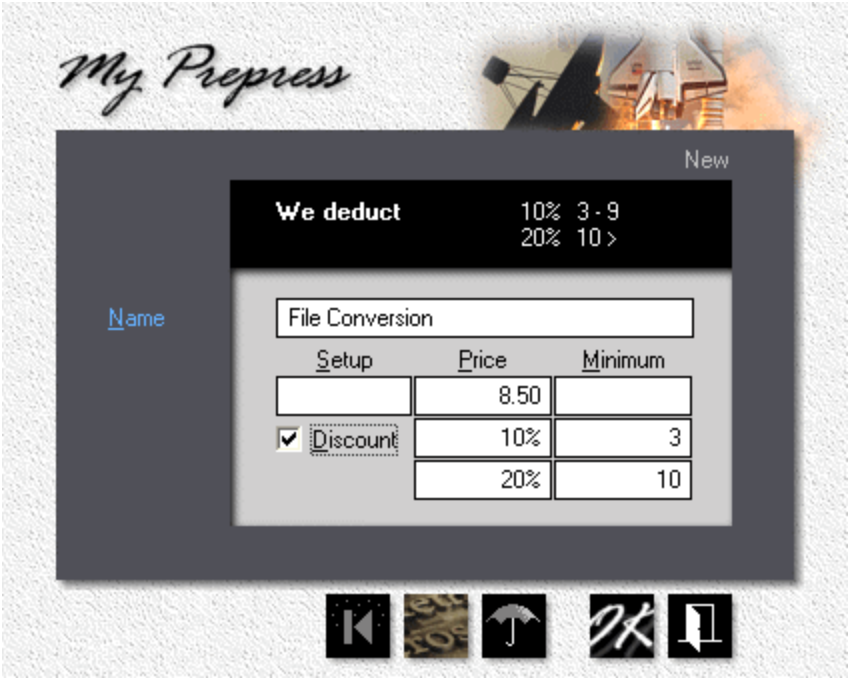


Click the ***Add*** button.



- Enter the ***Name*** of the custom prepress item.
- Enter the ***Price*** and, if applicable, ***Setup*** and ***Minimum*** charges.

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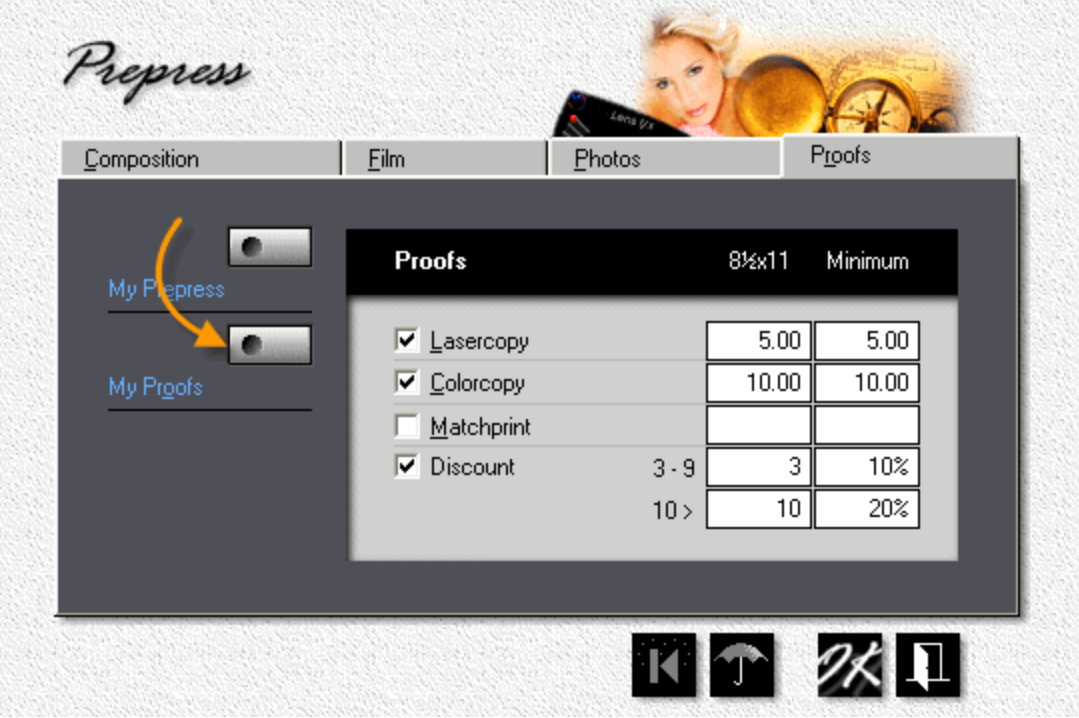
- If you decide to make the item eligible for a quantity discount, check ***Discount,*** then enter the percentage and respective quantities.

Note:

In the example shown for file conversion, you would grant a 10% discount for converting 3 to 9 units, and a 20% discount for converting 10 units or more. Those units would likely be pages, but could just as easily be a time value - 10 minutes per unit, for instance.

10.9 Pricing Custom Proofs

This topic describes how to price *My Proofs*.



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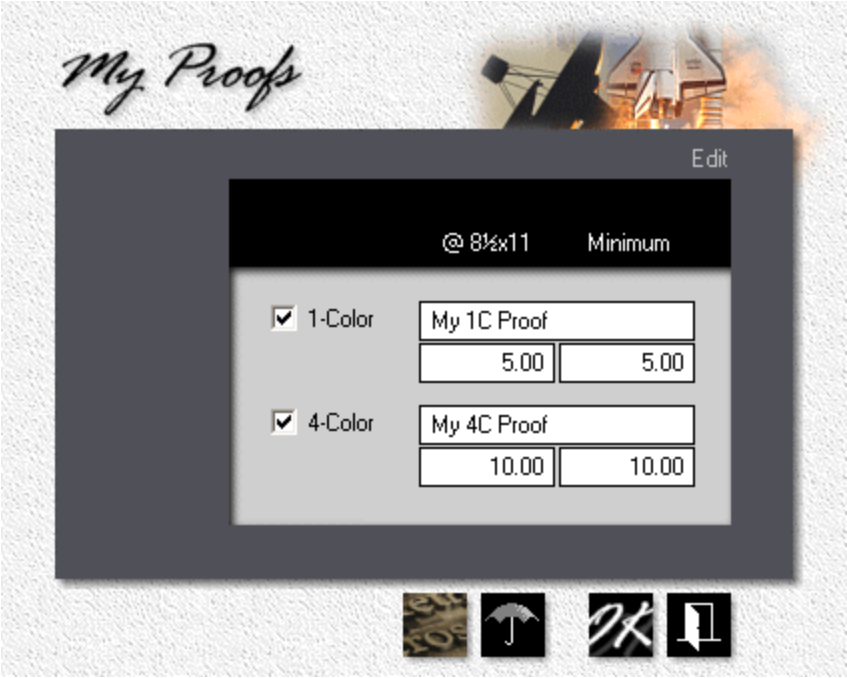
From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Prepress*** button.
- In the prepress pricing window, click the ***My Proofs*** button.



- Check the 1-color and 4-color boxes, as appropriate, then enter the ***Name, Price,*** and ***Minimum Charge*** for custom proofs.

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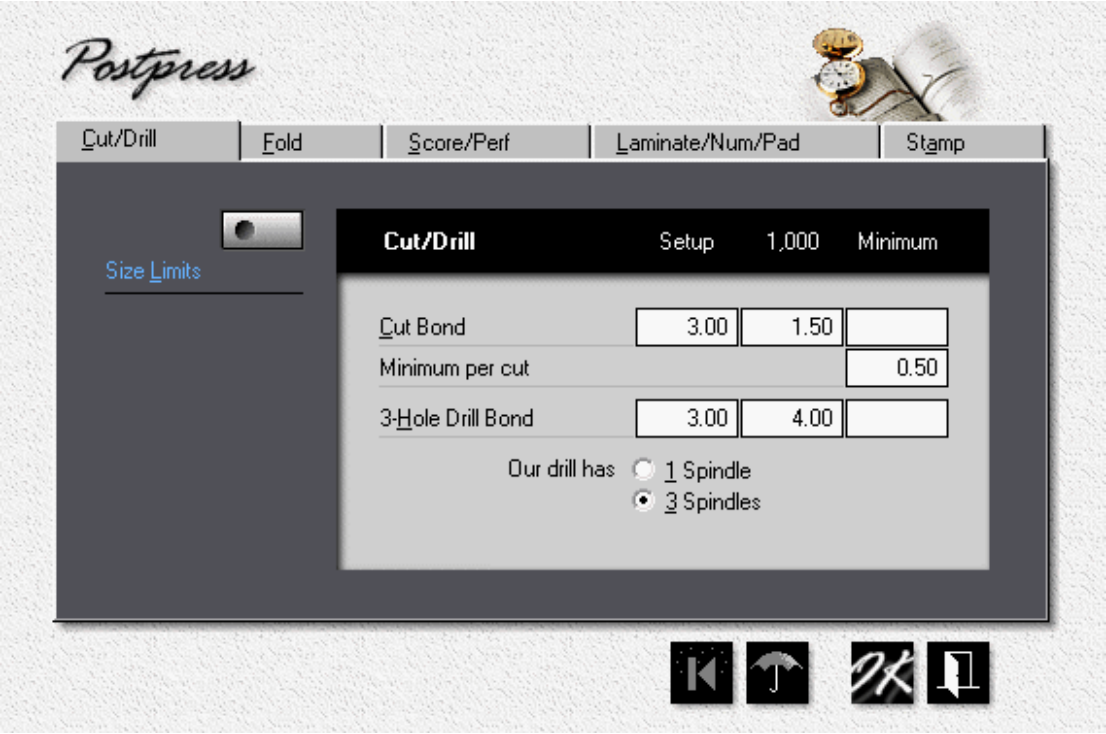
10.10 Pricing Postpress

This topic describes how to price postpress and finishing operations for offset, digital, and copies.



From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Postpress*** button.
- Enter the prices you charge for ***Cutting*** and ***Drilling*** writing-grade paper (24 lb / 90 gsm).

Note:

Morning Flight will automatically compensate for the greater thickness of cover paper and adjust pricing. Note also that the four cuts needed to cut 3-1/2x8-1/2 note sheets out of 8-1/2x11 in the example below will stay at four, regardless of whether you're cutting 500 sheets or 5,000. The price of $5.00, on the other hand, will increase for higher quantities because the blade has to come down more than once.

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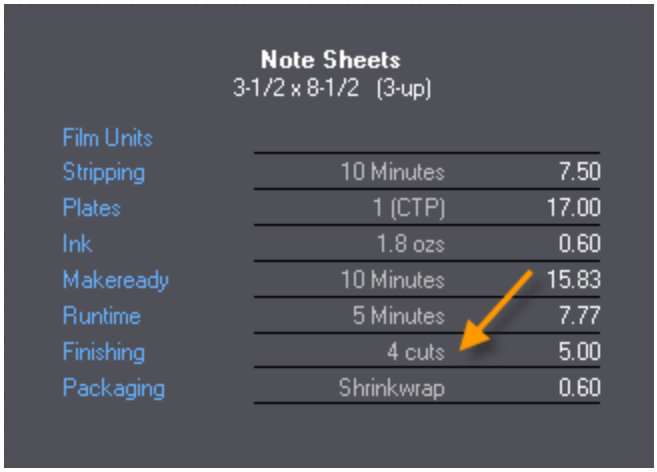
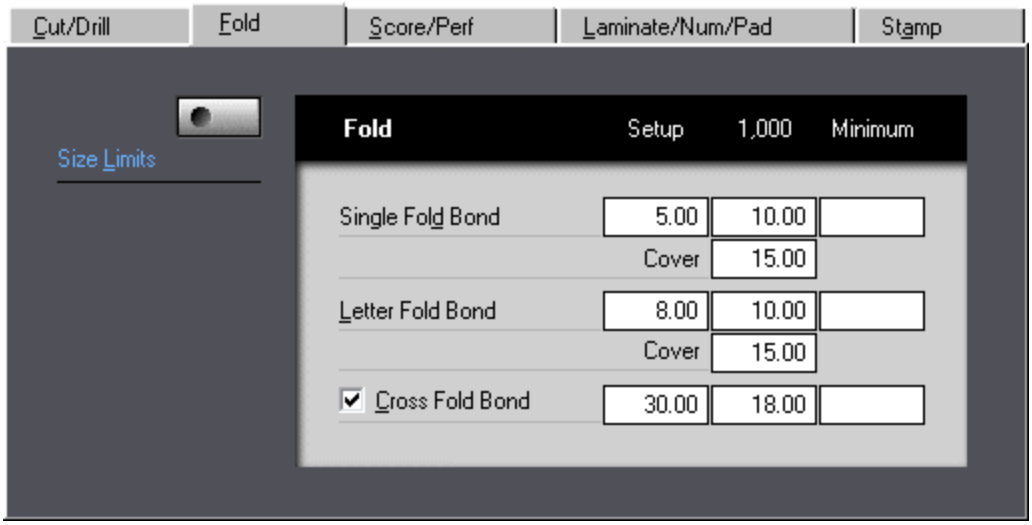


- Click the ***Fold*** tab. Enter the prices you charge for folding. Uncheck the ***Cross Fold Bond*** box if you don't offer right-angle folding.



- Click the ***Score/Perf*** tab. Enter the prices you charge for scoring and perforating. Uncheck the ***Right-Angle Perf*** box if you don't offer right-angle perforating.

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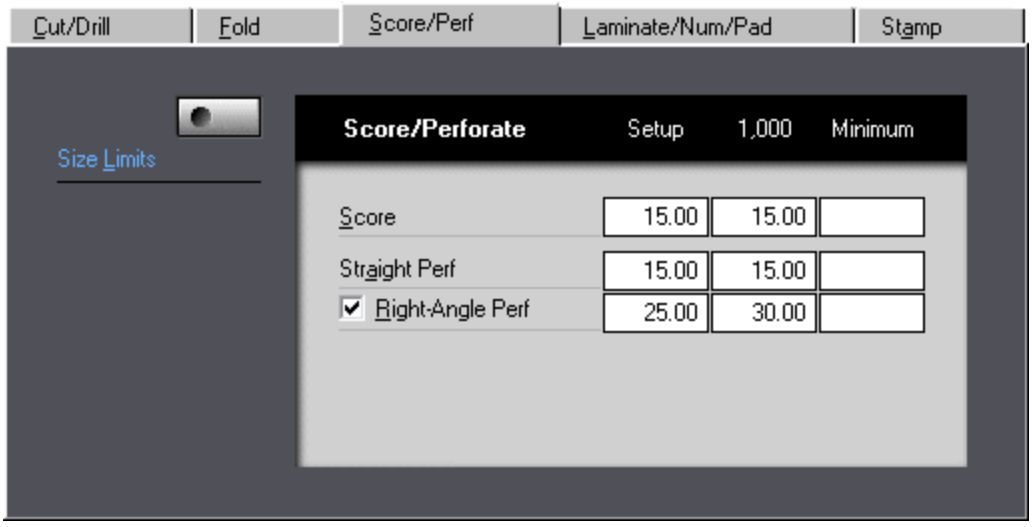
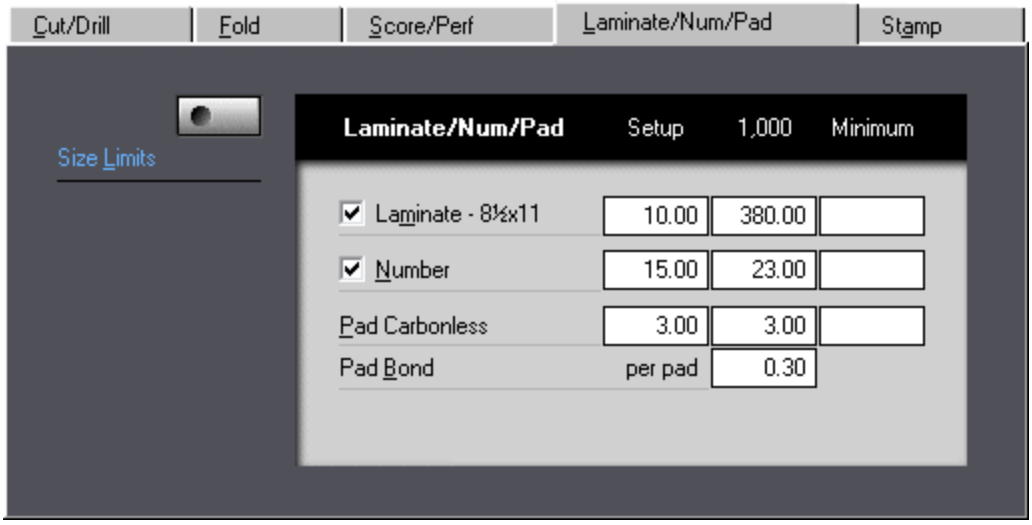


- Click the ***Laminate/Num/Pad*** tab. Check the boxes as appropriate, then enter the prices you charge for laminating, numbering, and padding.



- Click the ***Stamp*** tab. Check the boxes as appropriate, then enter the prices you charge for foilstamping, diecutting, and embossing.

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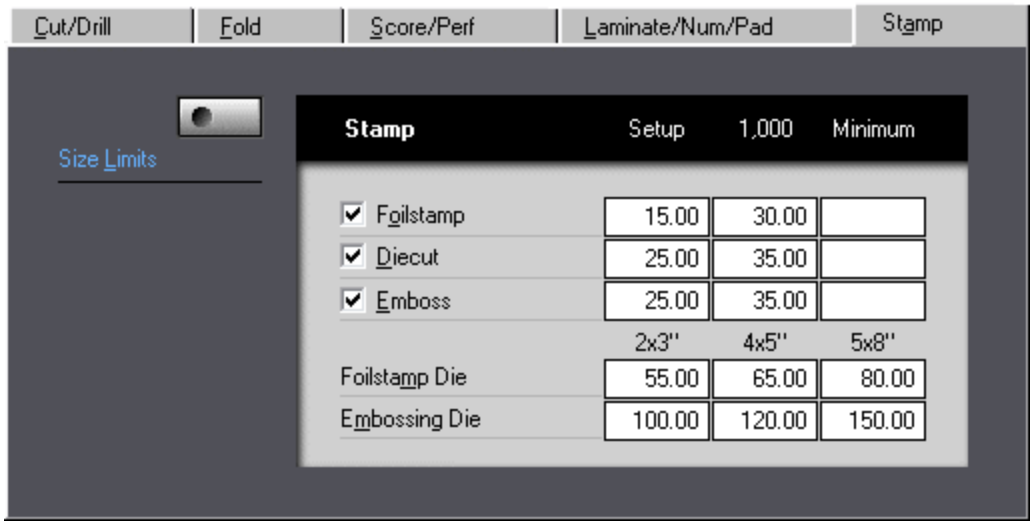
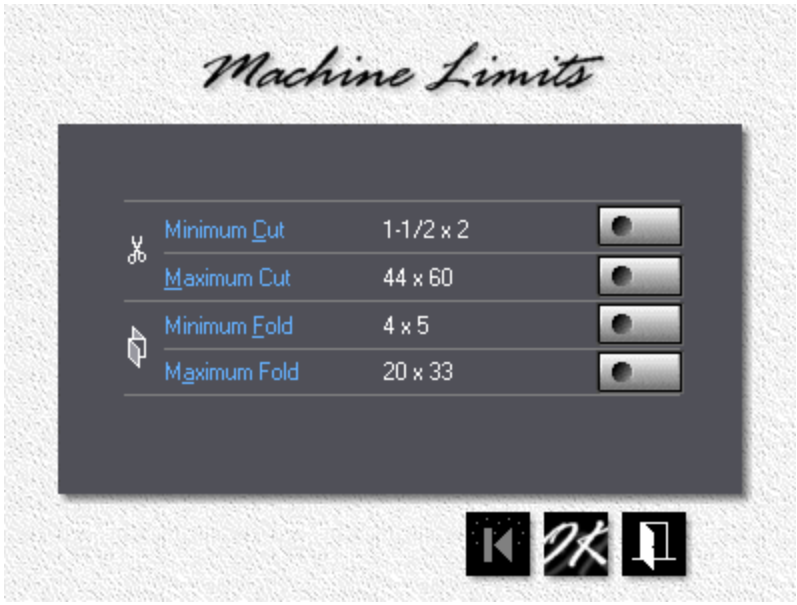


- Click the ***Size Limits*** button. Enter the minimum and maximum sheet sizes your cutter and folder can accommodate.



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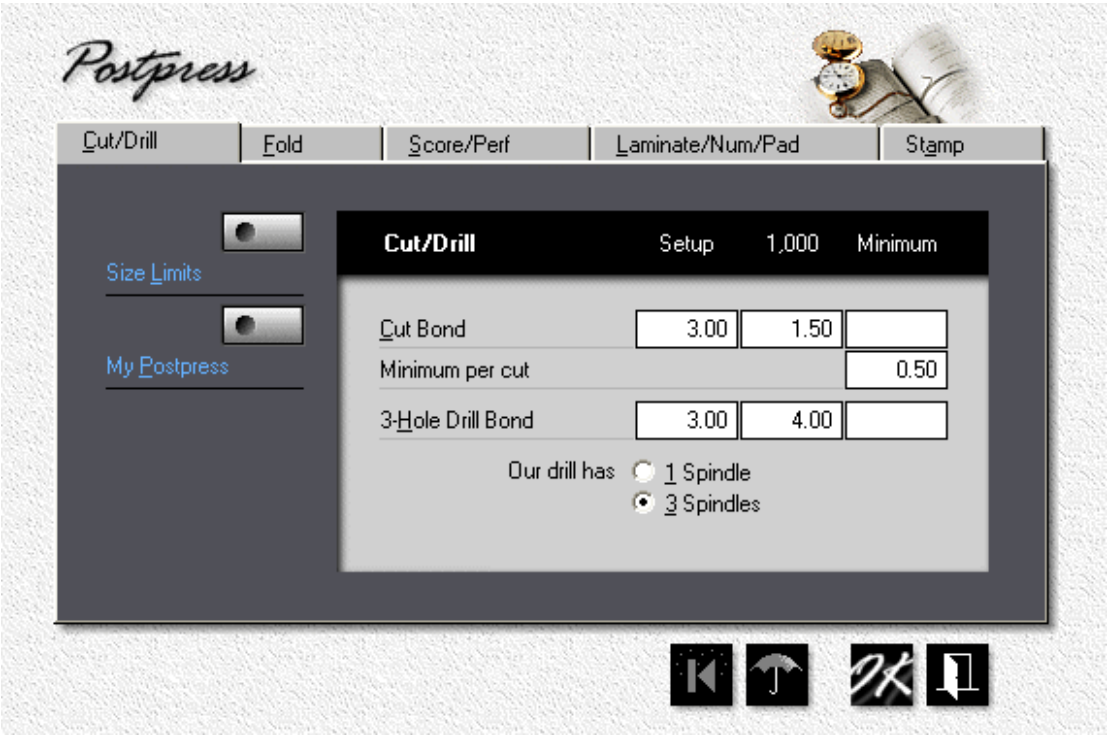
10.11 Pricing Custom Postpress

This topic describes how to price *My Postpress* for offset, digital, and copies.



From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Postpress*** button.
- In the postpress pricing window, click the ***My Postpress*** button.

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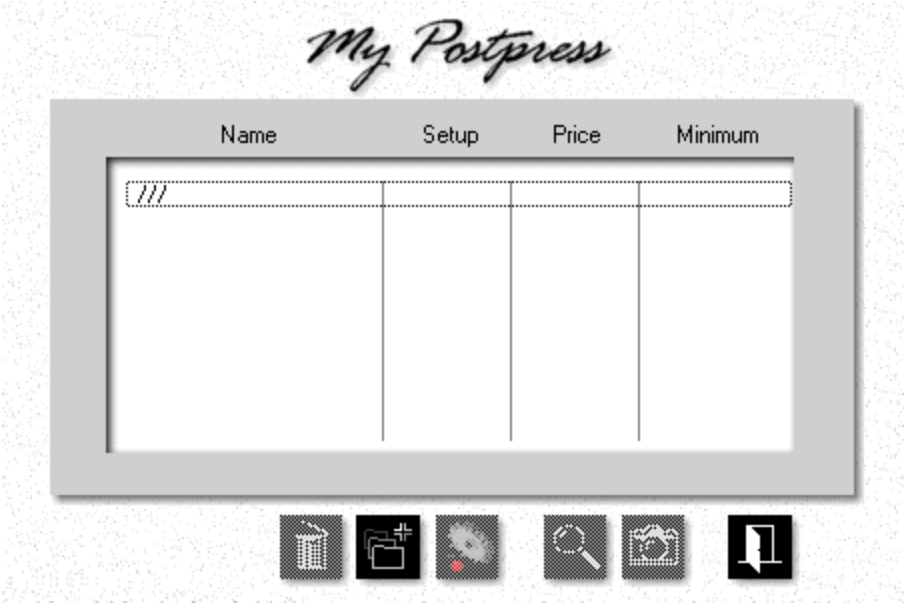
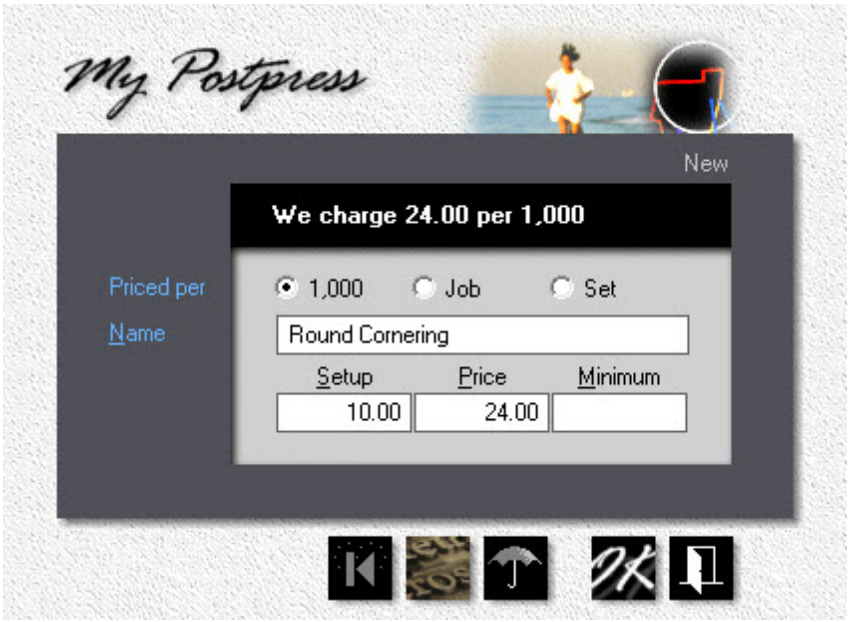


Click the ***Add*** button.



- Select whether the item is to be charged per 1,000 pieces, per job (a one-time flat rate), or per set.

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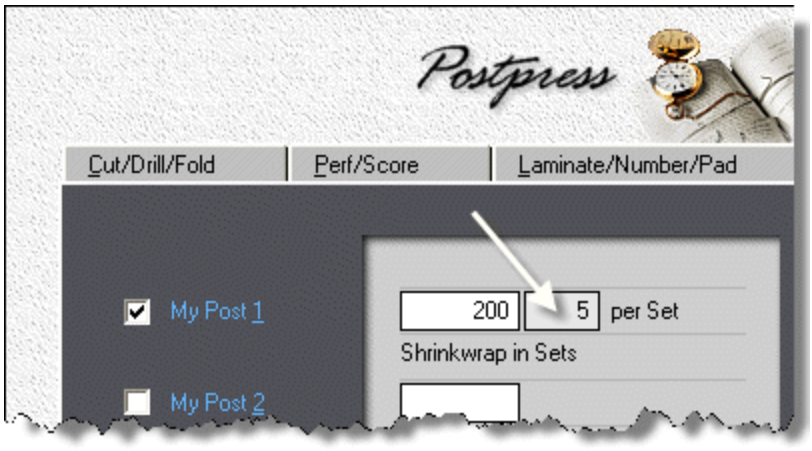
- Enter the ***Name*** of the item.
- Enter the ***Price*** and, if applicable, ***Setup*** and ***Minimum*** charges.

Note:

If the item is priced per set, you'll be asked to fill in the number of units that make up a set when you're doing the quote or entering the order.



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10.12 Pricing Bookbinding

This topic describes how to price bookbinding for offset, digital, and copies.

From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Bookbinding*** button.
- Click each tab and enter the prices you charge for ***Collating***, ***Saddlestitching***, ***Perfectbinding***, ***Stapling***, and ***GBC/Coil/Wire*** binding.
- Click the ***Size Limits*** button. Enter the minimum and maximum sheet sizes your bookbinding equipment can accommodate.

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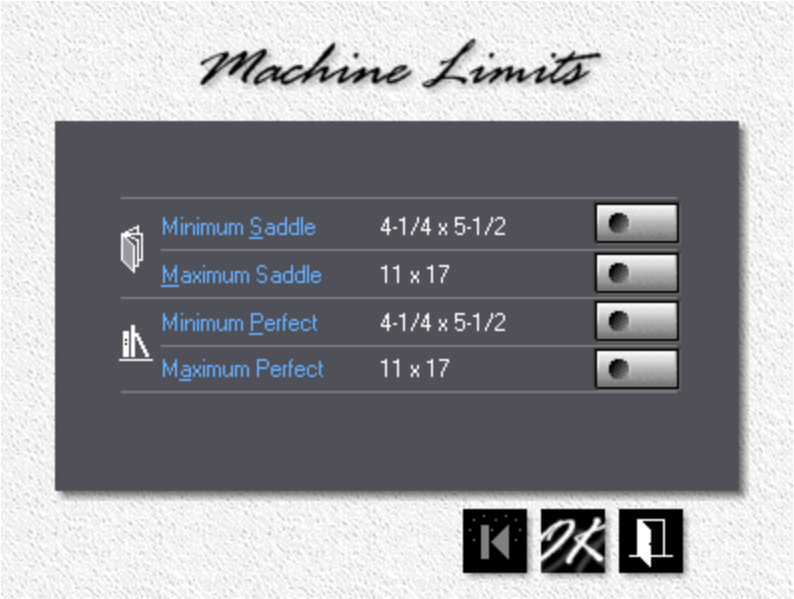
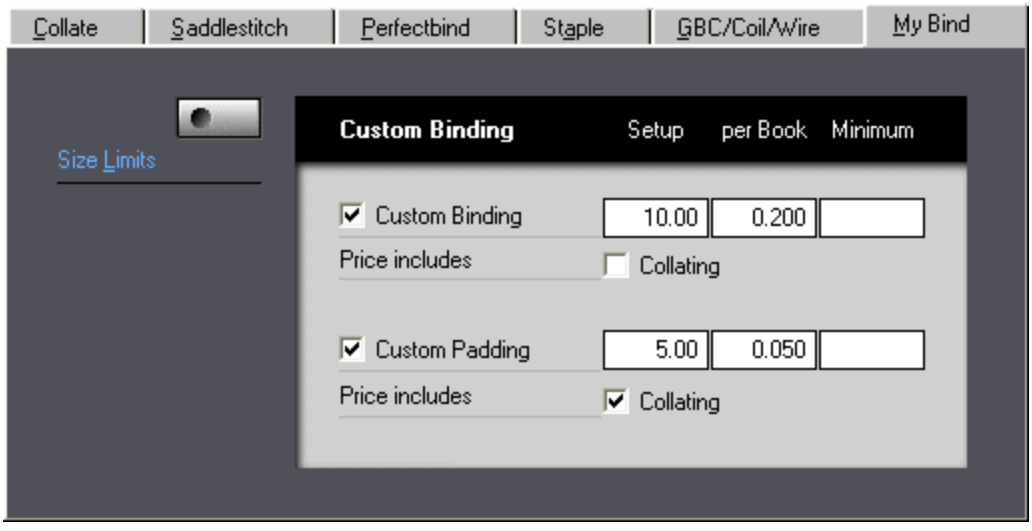


If you need to set up custom bindery, click the ***My Bind tab***, check ***Custom Binding,*** and enter the price you're going to charge per book.

For custom pads or carbonless forms where

1. the copy or run configuration may differ between sheets,
2. the sheets may be of different size, coating, or color,
3. the carbonless form may have a heavy backer,

check ***Custom Padding*** to make that option available for quoting.



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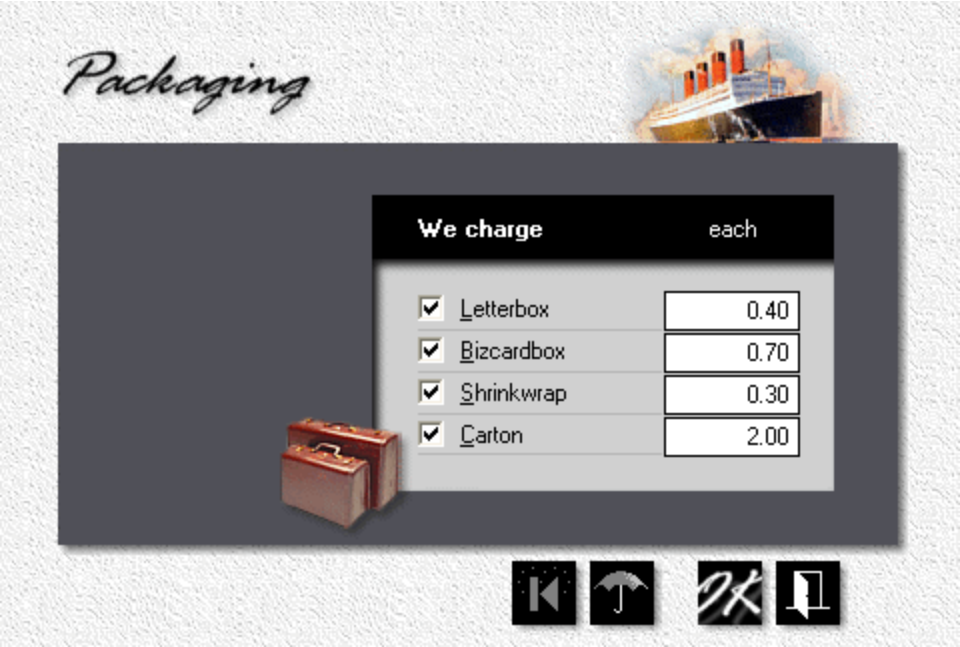
Note:

Custom binding and padding are derived from GBC/Coil/Wire and use a similar pricing formula. Covers are presumed to be flat, not wraparound.

10.13 Pricing Packaging

This topic, what there is of it, describes how to price packaging.



From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Packaging*** button.
- Enter the prices you charge for ***Packaging***. Morning Flight automatically determines how many sheets will fit into a box, shrink package, or carton.

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10.14 Pricing Custom Packaging

This topic describes how to price *My Packaging*.

From the main menu, click the ***My Shop*** button.

- In My Shop, click the ***Packaging*** button.
- In the packaging pricing window, click the ***My Packaging*** button.

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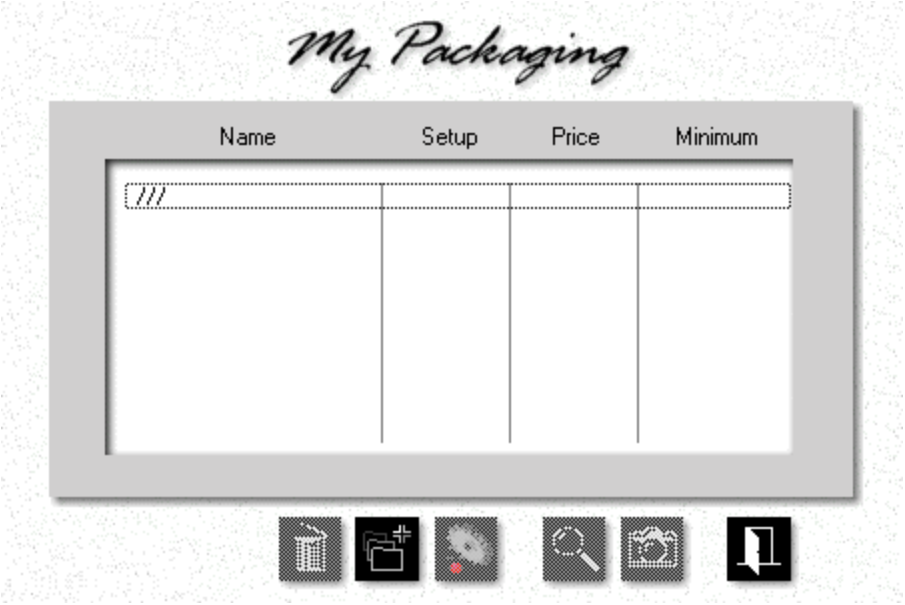
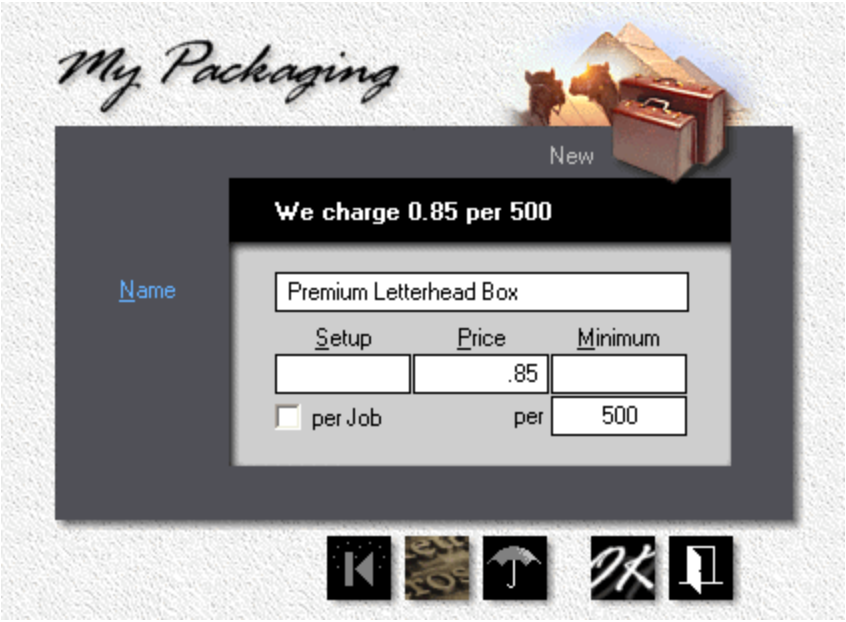


Click the Add button.



- Enter the ***Name*** of the custom packaging item.
- Enter the ***Price*** and, if applicable, ***Setup*** and ***Minimum*** charges.
- Enter the ***Quantity*** per unit.

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Note:

In the previous example, the program would allocate one box for every 500 letterheads. If custom packaging is to be charged as a single item regardless of quantity, check per job.

10.15 Pricing Merchandise

This topic describes how to price merchandise. Originally intended for brokered products - mugs, T-shirts, wedding invitations - this catch-all category is being used more and more for items that don't fit the conventional printing mold. The cool thing is you're not limited to working with physical objects. You can also put a merchandise wrapper around time-based activities charged for by the hour.

By the hour? Merchandise, by definition, implies tangible goods, things we can see and touch and stuff into a box. We don't envision it as something we bill by the clock. Morning Flight sees merchandise as a blank canvass, just a convenient way of producing price tags. Doesn't matter whether those tags hang off physical goods or are for services rendered. As long as the price is right, your customers will never question your billing method.

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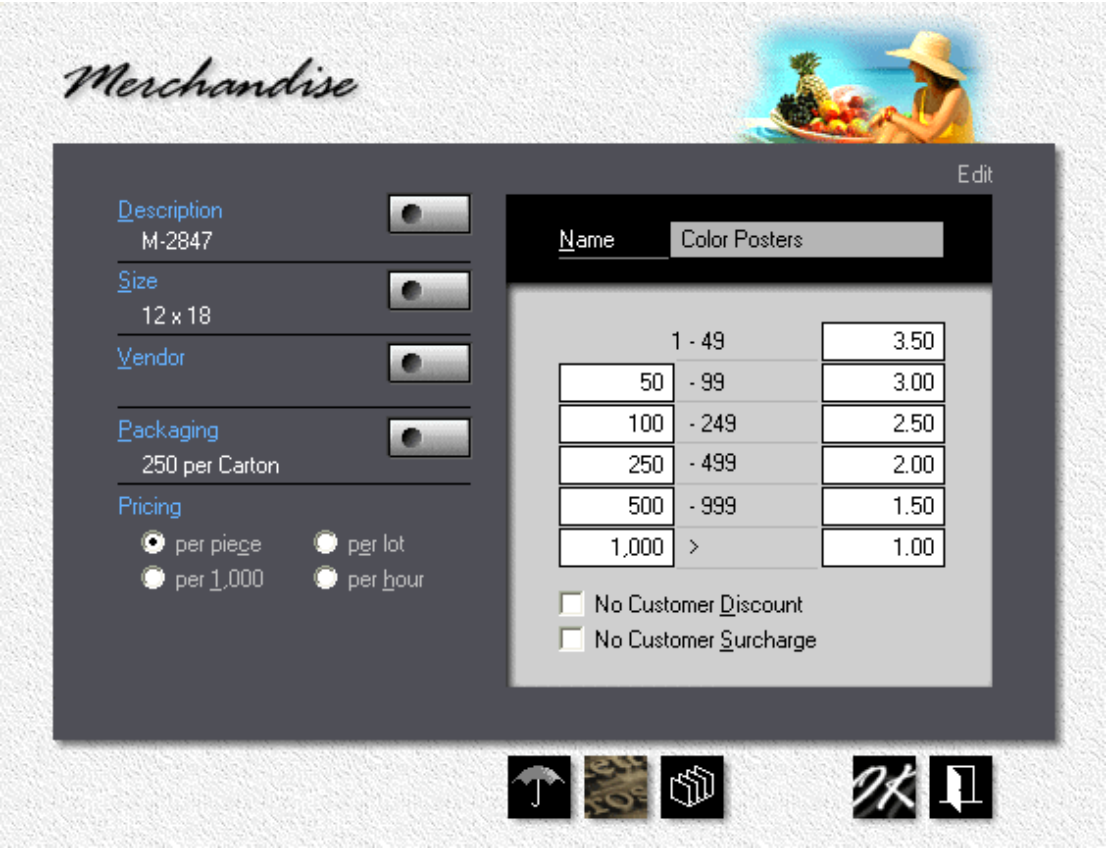

What makes merchandise so versatile? Credit its wide range of pricing options:

1. ***Priced per Piece.*** Same as copy products. High to low, in up to six different quantity ranges.
2. ***Priced per 1,000.*** With setup and minimum charges, and optional quantity discounts.
3. ***Priced per Lot.*** For goods that vendors sell only in fixed lots, with no quantities in-between.
4. ***Priced per Hour.*** Not much to add here. The clock-based activities mentioned earlier.

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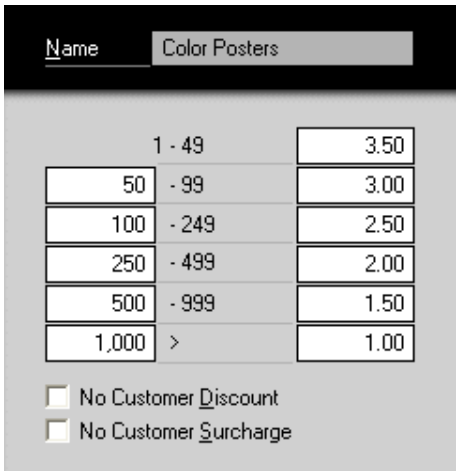
Priced per Piece

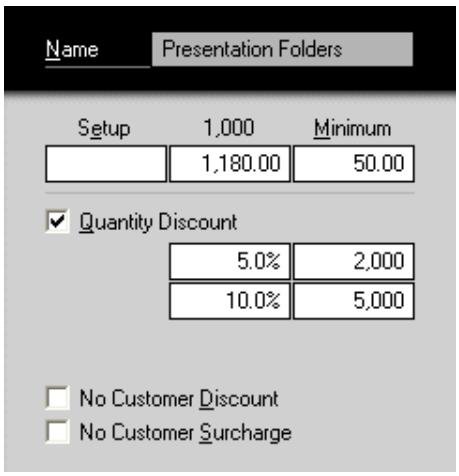
If you've worked with copy pricing in Morning Flight, this first window will look familiar. That's because the per-piece method is identical. Note the two check boxes: *No Customer Discount* and *No Customer Surcharge*. If you extend discounts to some of your customers on products you produce in-house, here is where you can suppress that discount - for this item only. You can also eliminate surcharges, but there you may want to think twice. The reason the surcharge is being assessed rarely goes away with outsourcing.



Knowing how to get things done is knowing what to leave undone, and having to do the math is not only wasteful, it's error-prone. To enter prices per piece, just enter the first and the last price, then click the sort button and let Morning Flight come up with what's in between.

Priced per 1,000

Easy to understand just by looking at the window. Entering setup and minimum charges is optional, as are quantity discounts.



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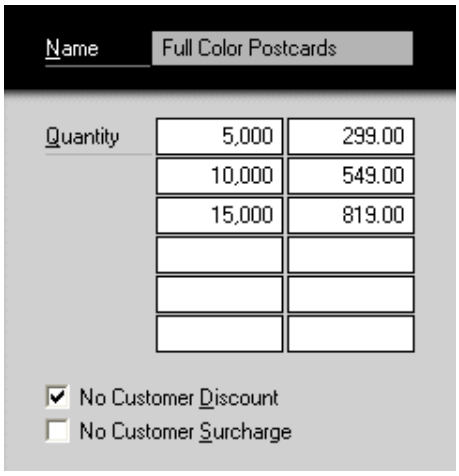
Priced per Lot

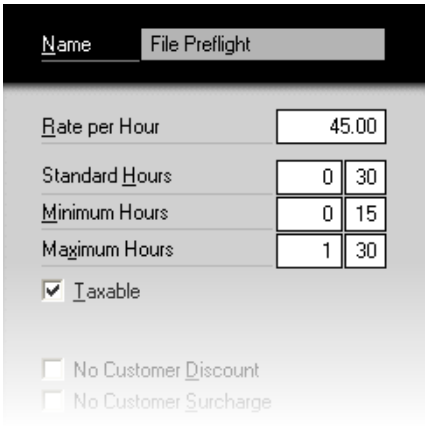
Color post cards, flyers, any outsourced printing where you're locked into ordering fixed quantities. The reason is simple: Those cards and flyers are gang-printed. Your batch of cards is being printed alongside card orders from other buyers, all on the same press sheet. For that to work, the vendor has to predefine sizes and quantities.



A step up from Henry Ford's business model ("any color as long as it's black"), per lot commonly offers a choice of more than one quantity.

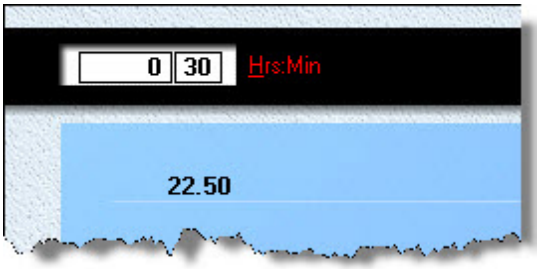
Priced per Hour

Here is where we step out of the box. It's simple, really. Try to think of priced per hour as a packaged service and it all falls into place. The only entry that might need explaining is the 'Standard Hours' box: It's what time-based merchandise defaults to when you select it for orders and quotes. You can enter any amount of time you like, but the default value is what pops up when the window opens.



Note:

To make time a fixed number of hours and minutes, make both minimum and maximum equal to standard hours.



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11 My Way Pricing

11.1 Quoting it My Way

My Way pricing is an entirely new press-based pricing model that complements the product-centric approach of the standard Morning Flight pricing engine. Exclusive to the Gold, Pixelblitz, and Skypricer programs, My Way lets you switch between 'Safe for Cousin Mel' estimating and a less safe but more flexible alternative: The option of full manual control.

In a nutshell, where in product-centric automatic mode you select a product that then controls press parameters and the type of paper you can use, in press-based manual mode you select the press, then enter specific amounts for imposition and RIP, press makeready, and press speed. The only restrictions on stock are that flat products get printed on flat paper, and envelopes on envelopes. Once press parameters have been set, paper, inks, prepress, and postpress are entered the old-fashioned way.

Both pricing models co-reside. You're able to mix conventional and My Way quotes in estimates just as easily as you can mix quotes for printing and merchandise. You can even create a quote the conventional way, then edit it manually in My Way.

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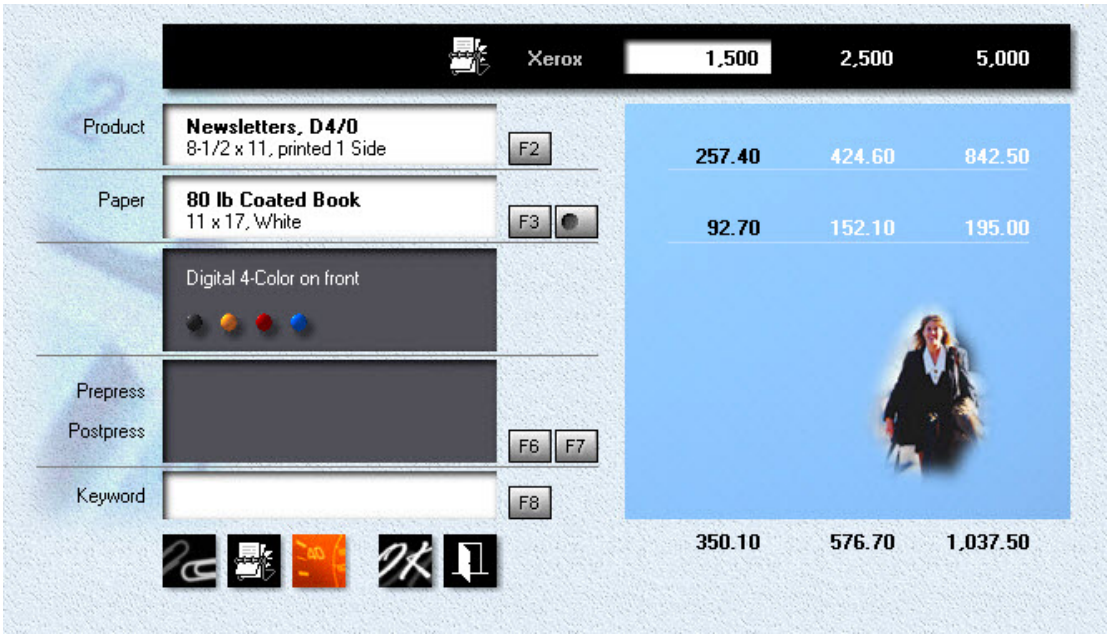

My Way - Step by Step

From the main menu, click the ***Quote My Way*** button.

- Click the ***F2*** button. Note the lack of a Ctrl-F2 custom product button - in manual mode, everything is custom.

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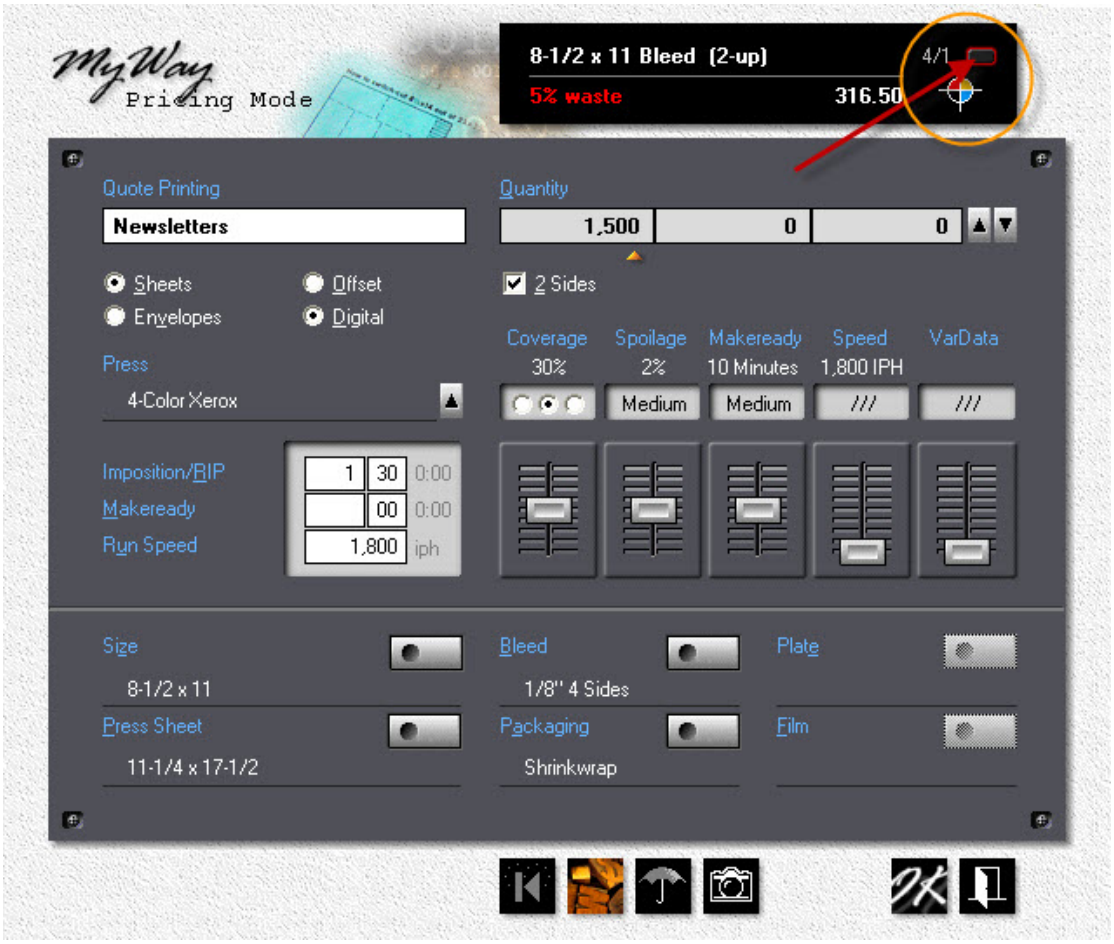

- Under ***Quote Printing***, enter "Newsletters" and select ***Sheets, Digital***.
- Make sure the press is set to any of your 4-color digital presses, then click the pushbutton in the upper black panel (circled in orange) until the configuration shows ***4/1*** (4-color front / 1-color back).
- Click the down arrow to the right of ***Quantity*** until a single quantity remains. Enter 1,500.
- Enter ***Imposition/RIP*** and ***Run Speed*** values as shown. Adjust ***Makeready*** to medium with the slider.
- Click the ***Press Sheet*** button and select 11 x 17.
- Click the ***Bleed*** button and select a 1/8" bleed all around. The program will automatically increase the size of the press sheet.

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Click the ***Camera*** button to get a breakdown of run costs.

- Click OK, then add paper, prepress, and postpress the conventional way.

Note:

Things you can only do in My Way: Input press parameters directly, quote all but envelopes on any kind of paper, quote a single quantity. Things you can't do: Quote copies, booklets, wide format, or merchandise.

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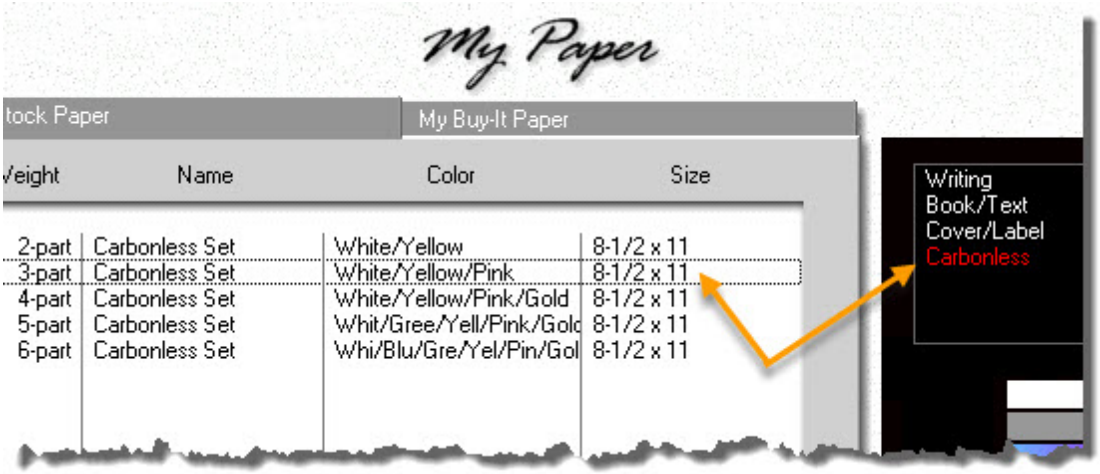
11.2 Quoting Carbonless My Way

Short of printing post cards on envelopes, or envelopes on card stock, My Way lets you print any kind of product on any kind of paper. Here is how to quote a digital run on precollated carbonless.

Step by Step

From the main menu, click the ***Quote My Way*** button, then press the F2 key.

- Under Quote Printing, click the ***Sheets*** radio button, then click OK to close the window.
- Back in the Quote window, click the ***F3*** button or press the F3 key.
- Select ***Carbonless*** in the black panel on the right, then double-click ***3-part Carbonless Set.*** When the Quote window reopens, note how the program has automatically reconfigured the product and updated the run price.



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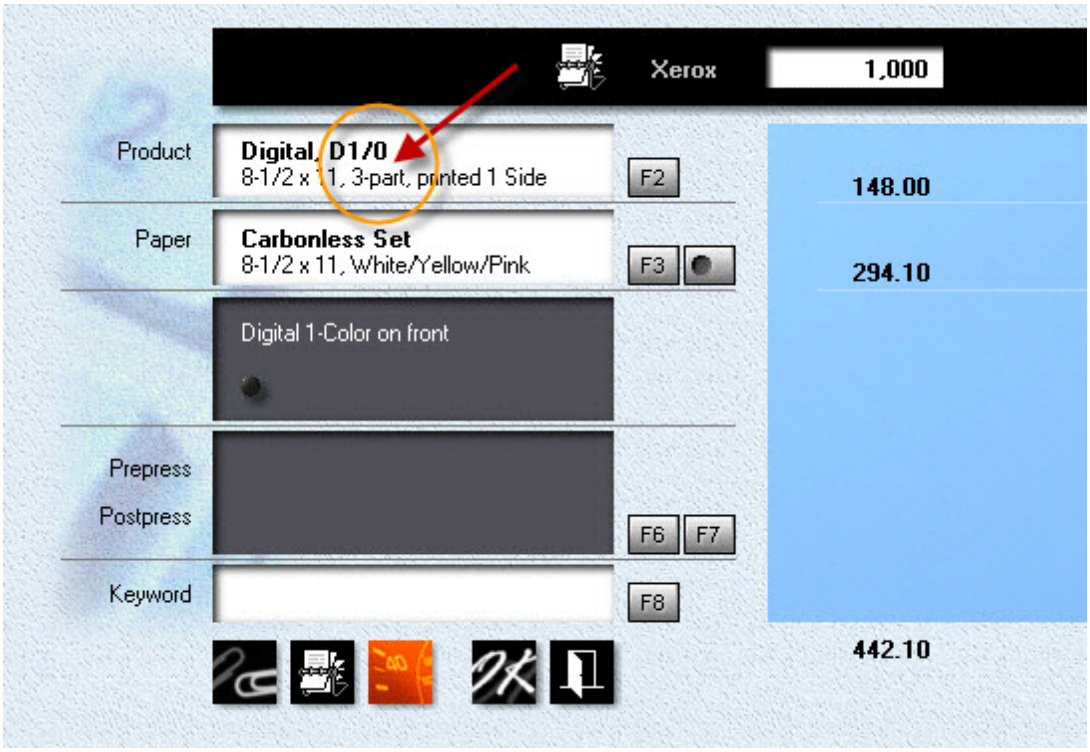

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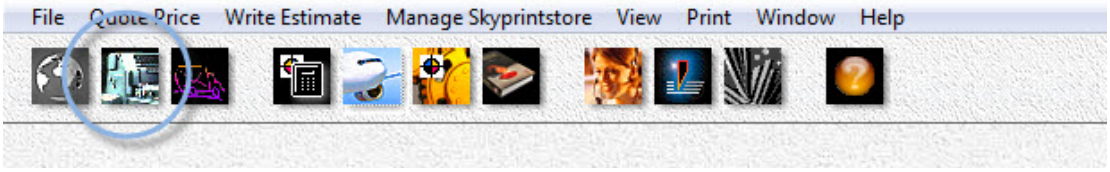
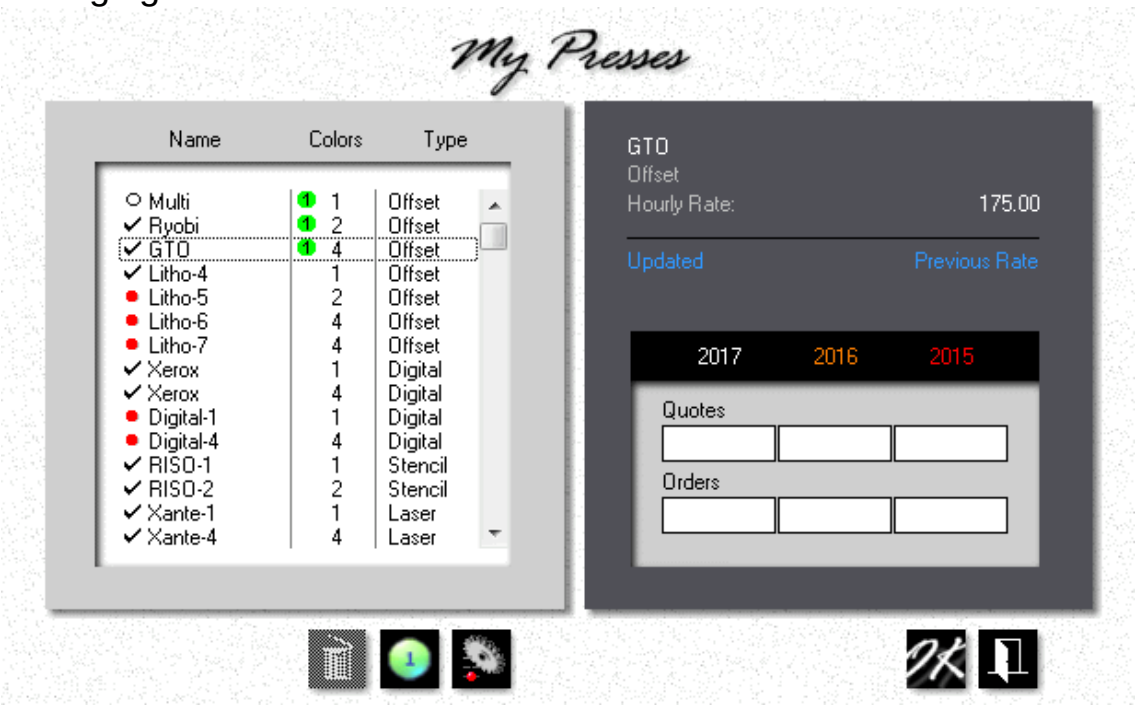
12 Managing your Presses

12.1 Setting up for Offset

This topic describes how to update your offset presses and change their status. With offset, changing the status affects pricing. That's why an offset press should never be taken off line because it's down for a few days, waiting for a part to come in. The only reason you would deactivate your four-color press is because you don't have a four-color press. It's a way of telling Morning Flight to automatically assign all four-color runs to the two-color press, twice through. In short, taking an offset press off line won't change the number of colors you can quote. What it will do, without fail, is change your pricing.



Changing the Status



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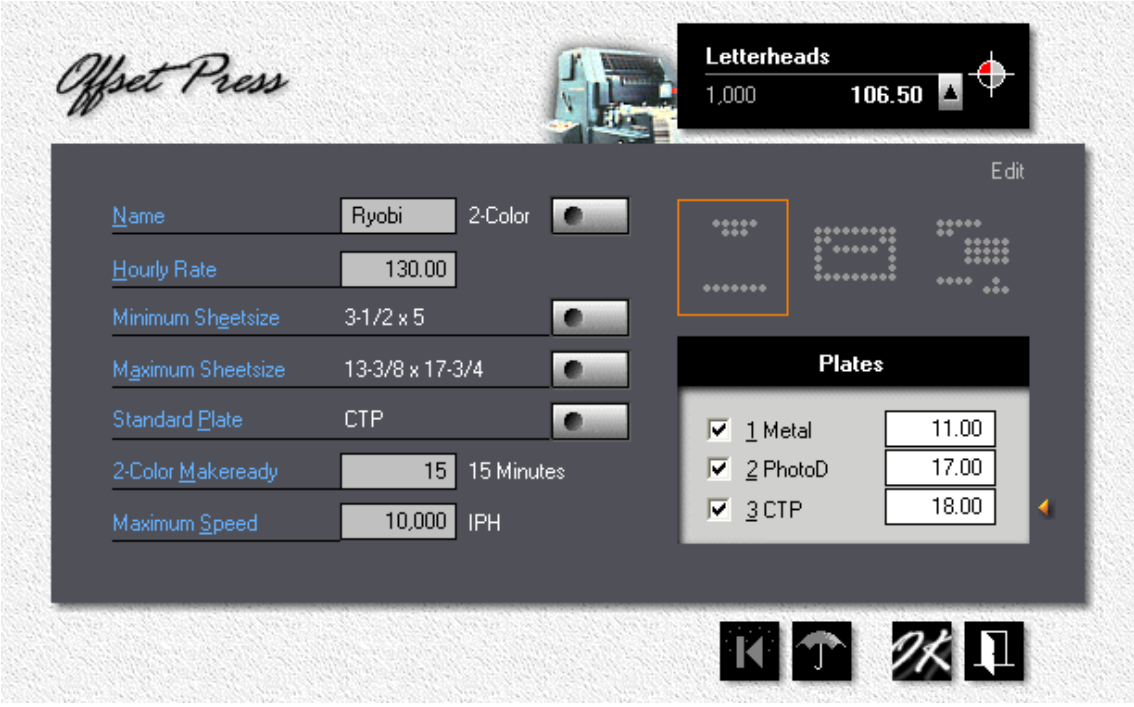
Click the ***My Shop*** button, then click the ***Presses*** button.

Click the ***Delete*** button in the press selection window to take the highlighted press off line. Clicking the same button when a check-mark is showing will reinstate the press. A press that's off-line will have a red bullet in front of it.

Note:

The one-color offset press can't be taken off line. Morning Flight assumes that virtually every offset shop either has such a press, or at least offers one-color printing.

Updating the Press



Click the ***My Shop*** button, then click ***Presses***.

- Double-click the press you want to update.
- Select the number of ***Colors*** (towers or printheads) and the ***Hourly Rate***.

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Note:
The price in the upper black panel updates as you type. This speeds up finding the right hourly rate. If you swipe the cursor over the three icons, you'll instantly see the letterhead, envelope, and catalog sheet prices that will result from the rate you entered. Clicking one of the icons will lock in the product you want to use as your main reference. To view different quantities, click the up arrow. To change those quantities (they're the same as your personal preference for quotes), go to My World > My Preferences.

- Click the ***Sheetsize*** buttons to set minimum and maximum sheet sizes.
- Check or uncheck the plates available for this press, then enter ***Plate Prices*** (not your cost, but what you charge your customers), excluding film.
- Click the ***Standard Plate*** button, then set your preferred plate. The standard plate is what Morning Flight selects when it sees ***AutoSet*** as a plate choice in a product's properties.
- Enter ***Makeready*** and ***Maximum Speed***. The defaults are:

Offset Press	Makeready	Maximum Speed
1-Color	10 Minutes	8,000 IPH
2-Color	15 Minutes	10,000 IPH
4-Color	30 Minutes	8,000 IPH

Makeready is based on the number of print heads. If the press has four heads, the program assumes you're entering total makeready for a 4-color run. In other words, the total number of minutes it takes to set up all four print heads. If you're running a 1 or 2-color job through a 4-color press, the program automatically compensates by reducing the actual minutes.

Note:
In Morning Flight you'll find two different entry points for makeready: Product makeready and press makeready. Product makeready is built into the product, ranging from very low to very high. It contains no actual time value, no minutes or hours. Its sole function is to modify the press makeready to account for the product's complexity.

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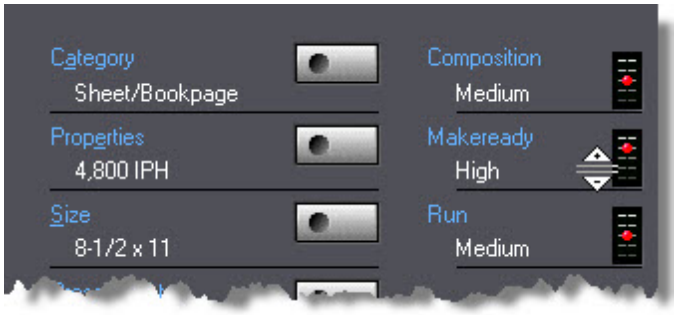
Say the press makeready is set to 10 minutes. If you're pricing a flat sheet and leave the product slider at medium, the actual makeready time will stay at 10 minutes. Move the slider to high, and makeready time will rise to 15. Move it to low and it will drop to 7.



The run slider in the product window works the same way. "Medium" means the run is of average complexity. This setting, too, has no hard value of its own but becomes a contributing factor in how the program calculates total run time. That's not quite as clear cut as calculating makeready. Other factors come into play here, things like the type of paper and total run length. The longer the run, the higher the true IPH.

Designating it as a Primary

A primary press is the press Morning Flight selects by default when you create a quote or enter an order. Primary presses act much like primary products. You can designate any offset press as your primary for 1-color, 2-color, or 4-color. Or designate a single press as your primary for all three. A single press may be all you have for printing by offset.

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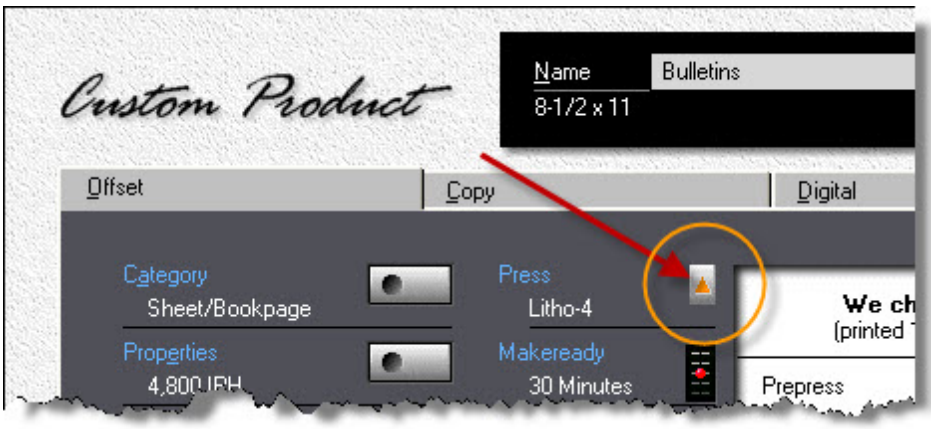
Say you add a new press and make that press your primary for 1-color, replacing the built-in Multi. Morning Flight will now select the new press instead of the Multi for all 1-color work. You can still hand-pick the Multi, but your new press will come up as the default.



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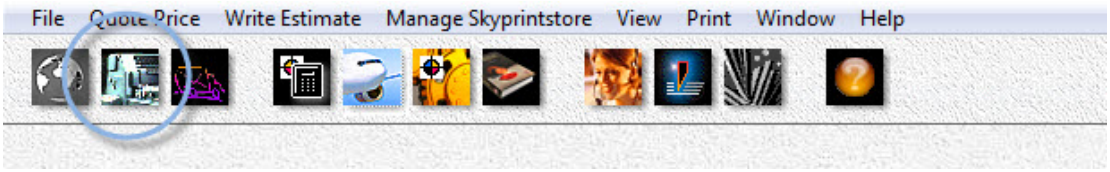
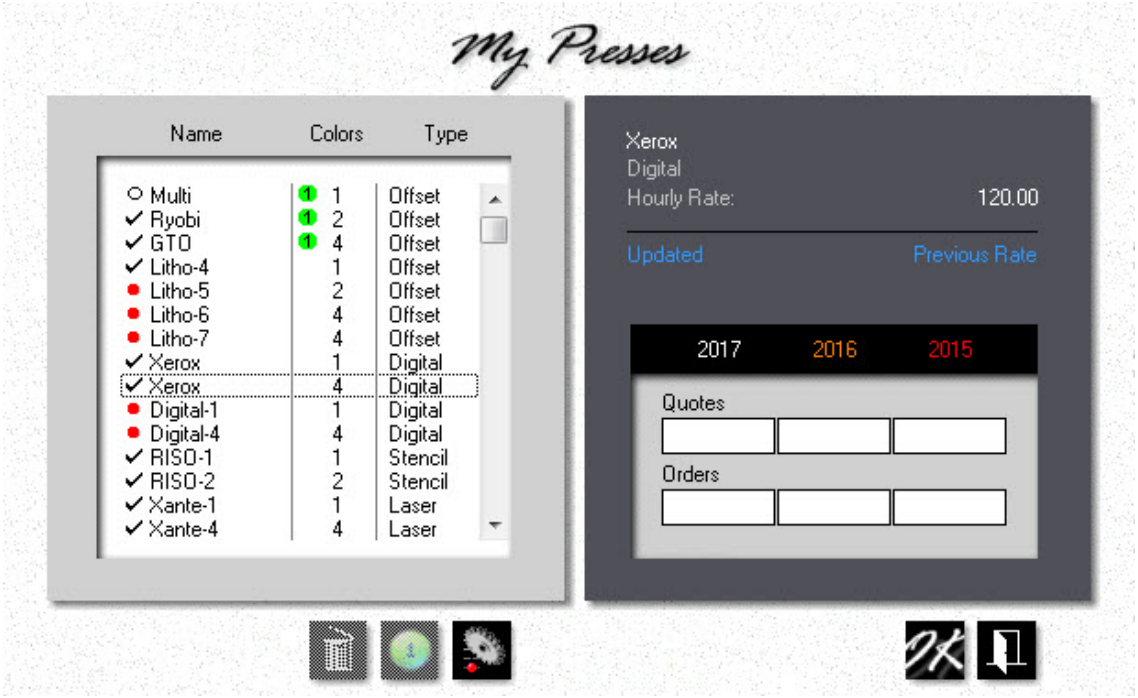
12.2 Setting up for Digital

This topic describes how to update your digital presses and change their status. Unlike offset, where taking a four-color press off line won't prevent you from quoting four-color printing, in the digital world that pretty much sinks the ship. No color press, no color printing.



Changing the Status



Click the ***My Shop*** button, then click the ***Presses*** button.

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Click the ***Delete*** button in the Press Selection window to take the highlighted press off line. Clicking the same button when a check-mark is showing will reinstate the press. A press that's off-line will have a red bullet in front of it.

Updating the Press

Note:

The price in the upper black panel updates as you type. This makes it easy to find the right hourly rate. To see prices for different quantities, click the right up arrow in the black panel. To toggle between 4-color prices and black (when updating a 4-color digital press), click the left up arrow.

Click the ***My Shop*** button, then click ***Presses***.

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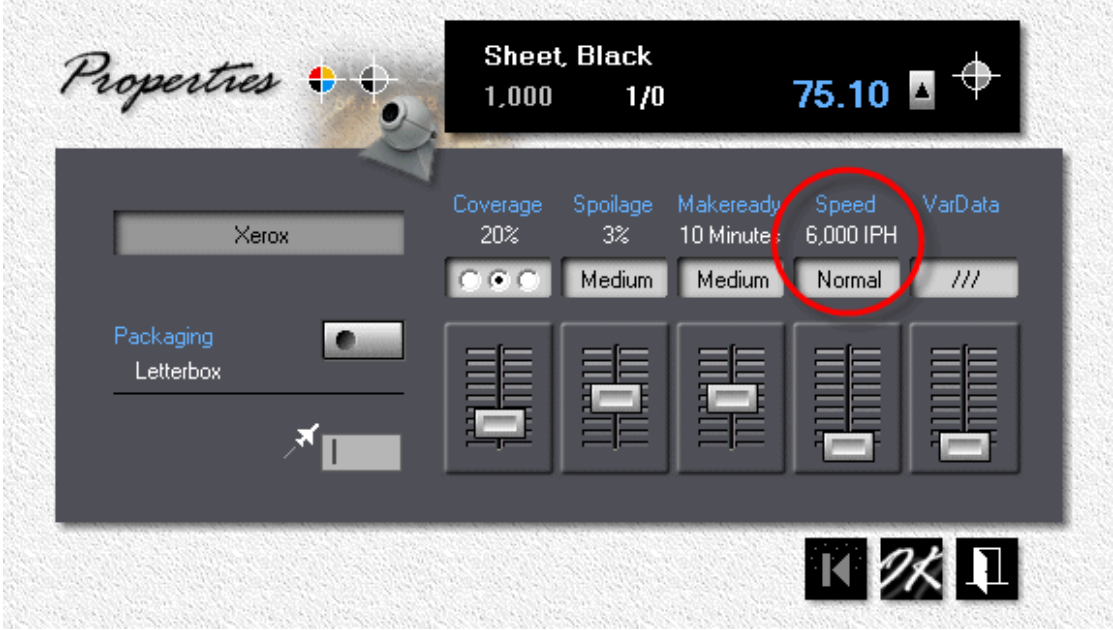
- Double-click the press you want to update.
- Enter the ***Hourly Rate***, front and back.
- Click the ***Sheetsize*** buttons to set minimum and maximum sheet sizes.
- Enter ***Makeready*** minutes and ***Press Speed*** impressions per hour. The defaults are:

Digital Press	Makeready	Speed
1-Color	10 Minutes	6,000 IPH
4-Color	10 Minutes	3,000 IPH



Note:

Digital presses generally run at a fixed number of impressions per hour, specified by the manufacturer. That's the speed you want to enter as Normal for 8.5x11 (A4). If your press slows down for heavier weight paper, you have the option of changing to a slower IPH when you make the quote. Simply enter the product as a Custom Product, then click Properties and adjust the slider.

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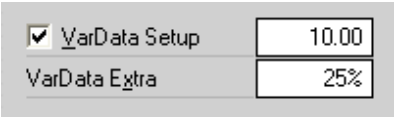
- Enter ***Click Charges*** for 1,000 sheets 11x17 (A3), printed on one side. Click charges in the light gray panel are what you charge your customers. "We pay" is what the vendor charges you.
- If the press is equipped for variable data printing, check the ***VarData Setup*** box and enter your setup charges. Then enter, as a percentage of the run price, your ***Extra Charge*** for 100% variable data. At 100% VarData, every sheet is different.

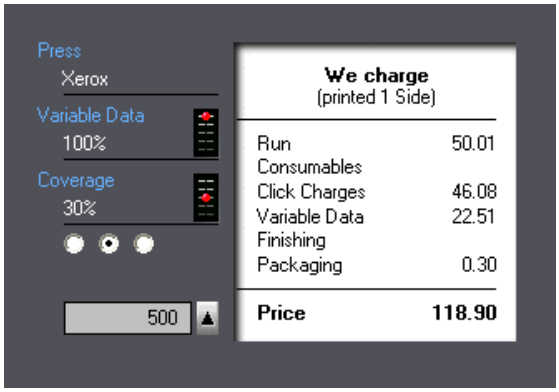
Press Update Window



Note:

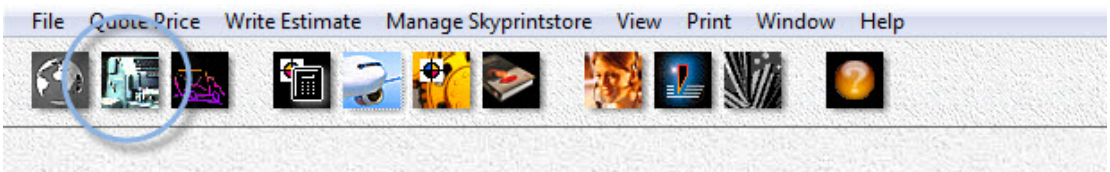
Here we're charging $10.00 for setup, plus $12.51 (25% of the run charge, give or take a penny) for a total of $22.51. Note the variable data slider set to 100%.

Variable Data Results



12.3 Setting up for RISO Duplicators

This topic describes how to update your RISO duplicator and change its status. Positioned somewhere between offset and mimeography, the RISO's ease of use and computer connectivity make it a natural fit in the digital world. Rather than create a whole new category, we decided to treat it as just another digital machine.



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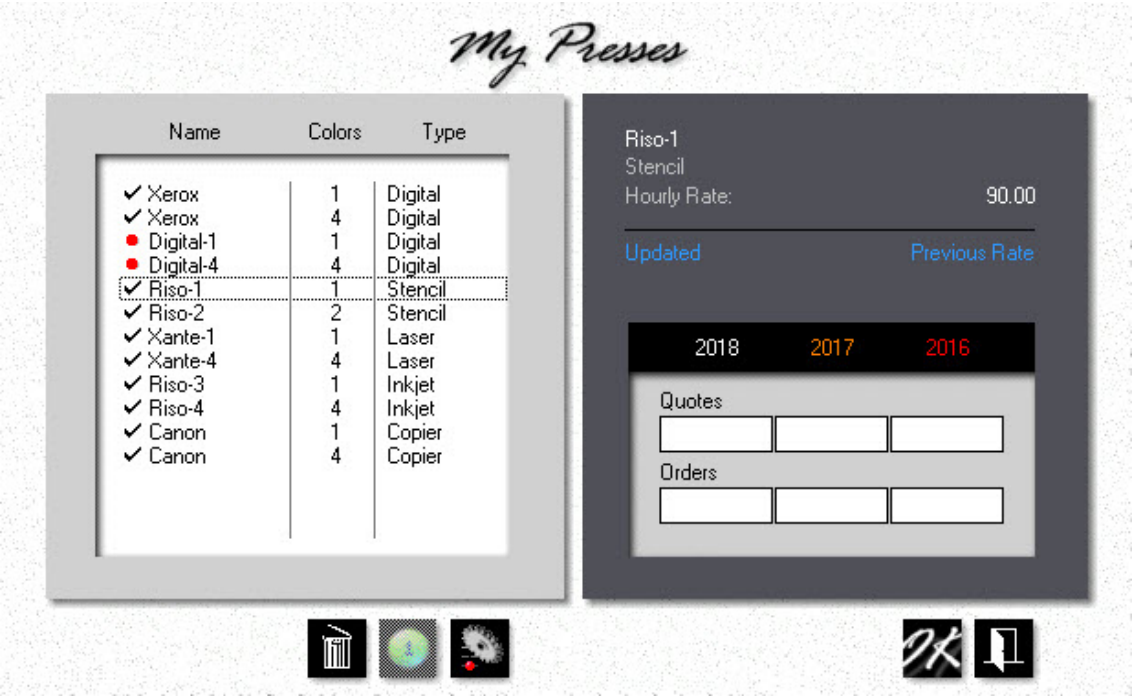
Changing the Status



Click the ***My Shop*** button, then click the ***Presses*** button.

Click the ***Delete*** button in the Press Selection window to take the highlighted press off line. Clicking the same button when a check-mark is showing will reinstate the press. A press that's off-line will have a red bullet in front of it.

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Updating the Press

Note:

The price in the upper black panel updates as you fill in the fields. This makes it easy to find the right hourly rate. To see prices for different quantities, click the right up arrow in the black panel. To toggle between black ink and color ink, click the left up arrow.

Note:

If you're doing 2-color work on a 1-color RISO press, put the 2-color unit on line as a virtual press, then cut the IPH for that virtual press in half. That will compensate for having to run the job twice through on your 1-color. The discount function lets you modulate the price curve for higher quantities.

Click the ***My Shop*** button, then click ***Presses***.

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- Double-click the press you want to update.
- Click the ***Sheetsize*** buttons to set minimum and maximum sheet sizes.
- Enter the ***Hourly Rate***.
- Edit or accept the rest of the entry fields.
- The defaults for makeready and press speed are:

	Makeready	Speed
1 or 2 Color	10 Minutes	4,200 IPH

Note:

Digital presses generally run at a fixed number of impressions per hour, specified by the manufacturer. That's the speed you want to enter as Normal for 8.5x11 (A4). If your press slows down for heavier weight paper, you have the option of changing to a slower IPH when you make the quote. Simply enter the product as a Custom Product, then click Properties and adjust the slider.

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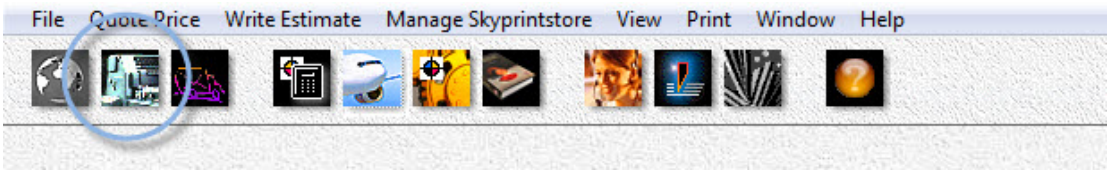
12.4 Setting up for RISO Inkjets

This topic describes how to update your RISO Comcolor press and change its status. Filling the gap between stencil duplicators and toner presses, Comcolor inkjets are capable of printing full color at very competitive prices. Their speed and versatility (two-sided printing, variable data for NCR numbering and mailings) make them especially well suited for in-plant shops.

While the suggested per page prices are based on prevailing Comcolor costs, we kept the structure of those prices generic.That means you'll be able to use the press in any consumables-based scenario, regardless of whether it's inkjet or laser driven. Simply adjust hourly rates, cartridge life and what you charge for ink, then prorate other consumables such as belts and wrap them into the price of the cartridge. Might be helpful to also change the name.



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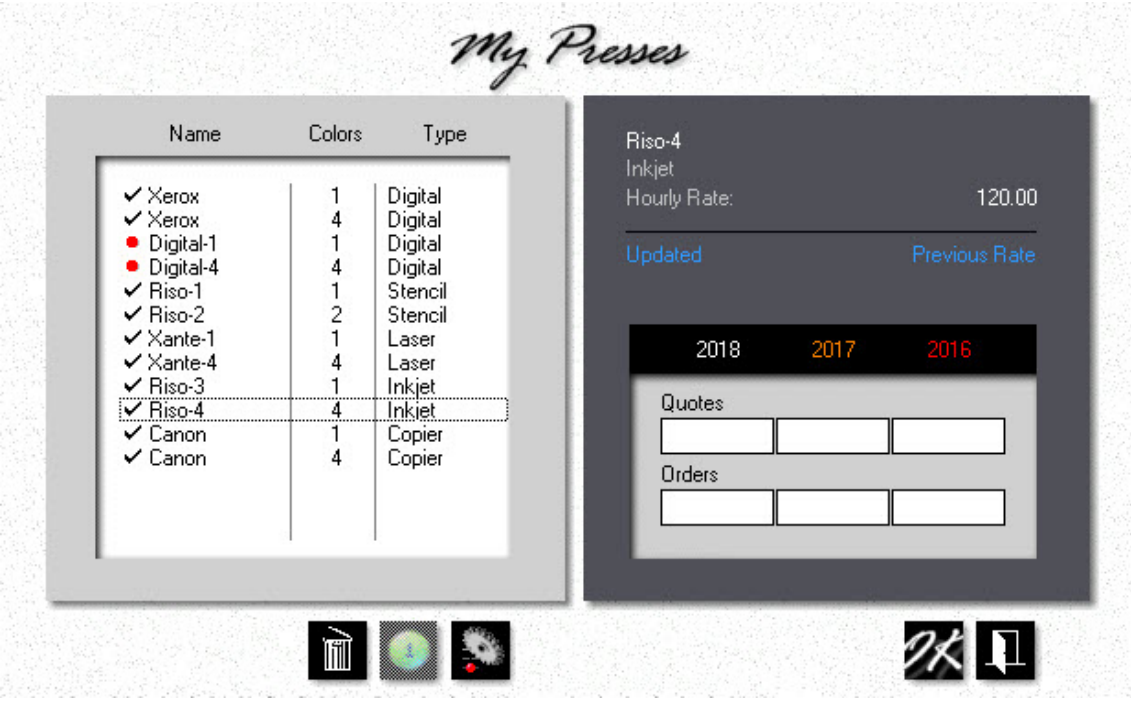
Changing the Status



Click the ***My Shop*** button, then click the ***Presses*** button.

Click the ***Delete*** button in the Press Selection window to take the highlighted press off line. Clicking the same button when a check-mark is showing will reinstate the press. A press that's off-line will have a red bullet in front of it.

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Updating the Press

Note:

The price in the upper black panel updates as you fill in the fields. This makes it easy to find the right hourly rate. To see prices for different quantities, click the right up arrow in the black panel. Note how the price per page updates as you change either the price of the cartridge or its life.

Click the ***My Shop*** button, then click ***Presses***.

- Double-click the press you want to update.
- Click the ***Sheetsize*** buttons to set minimum and maximum sheet sizes.
- Enter the ***Hourly Rate***.

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- Edit or accept the rest of the entry fields.
- The defaults for makeready and press speed are:

Inkjet	Makeready	Speed
1 or 4 Color	10 Minutes	6,000 IPH

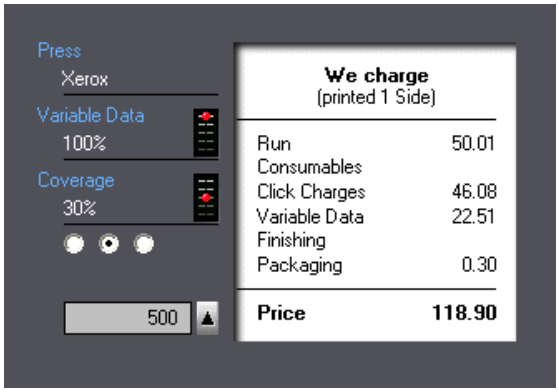
- If the press is equipped for variable data printing, check the VarData Setup box and enter your setup charges. Then enter, as a percentage of the run price, your Extra Charge for 100% variable data. At 100% VarData, every sheet is different.

Press Update Window

Note:

Here we're charging $10.00 for setup, plus $12.51 (25% of the run charge, give or take a penny) for a total of $22.51. Note the variable data slider set to 100%.

Variable Data Results



12.5 Setting up for Xante

This topic describes how to update your Xante Impressia and change its status. Unlike the RISO, the Xante is a true 4-color digital machine, most commonly used to print envelopes. Like the majority of digital presses, the Xante is toner-based. What separates it for pricing purposes is that, generally, there are no click charges. Production costs are measured in hourly rates and consumables. That's also the reason we've included it as both a physical 4-color press and as a 1-color virtual machine. Last we heard, there is no such thing as a 1-color Xante Impressia. It's an imaginary machine to help you price color printing different from black and white.

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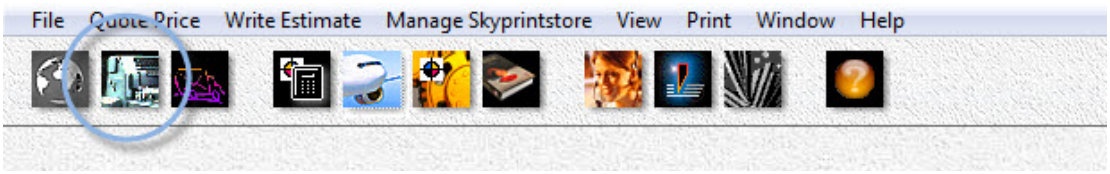
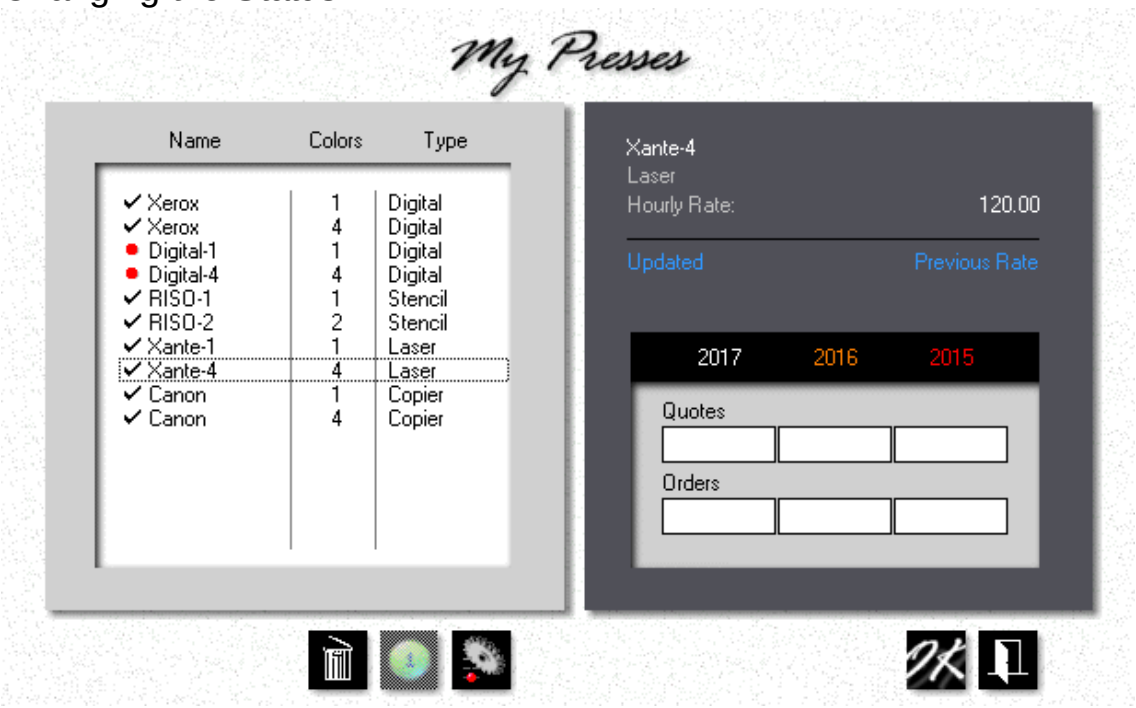


Changing the Status



Click the ***My Shop*** button, then click the ***Presses*** button.

Click the ***Delete*** button in the Press Selection window to take the highlighted press off line. Clicking the same button when a check-mark is showing will reinstate the press. A press that's off-line will have a red bullet in front of it.

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Updating the Press

Note:

The price in the upper black panel updates as you fill in the fields. This makes it easy to find the right hourly rate. To see prices for different quantities, click the right up arrow in the black panel.

Note:

The discount function lets you bend the price curve for higher quantities.

Click the ***My Shop*** button, then click ***Presses***.

- Double-click the press you want to update.
- Click the ***Sheetsize*** buttons to set minimum and maximum sheet sizes.

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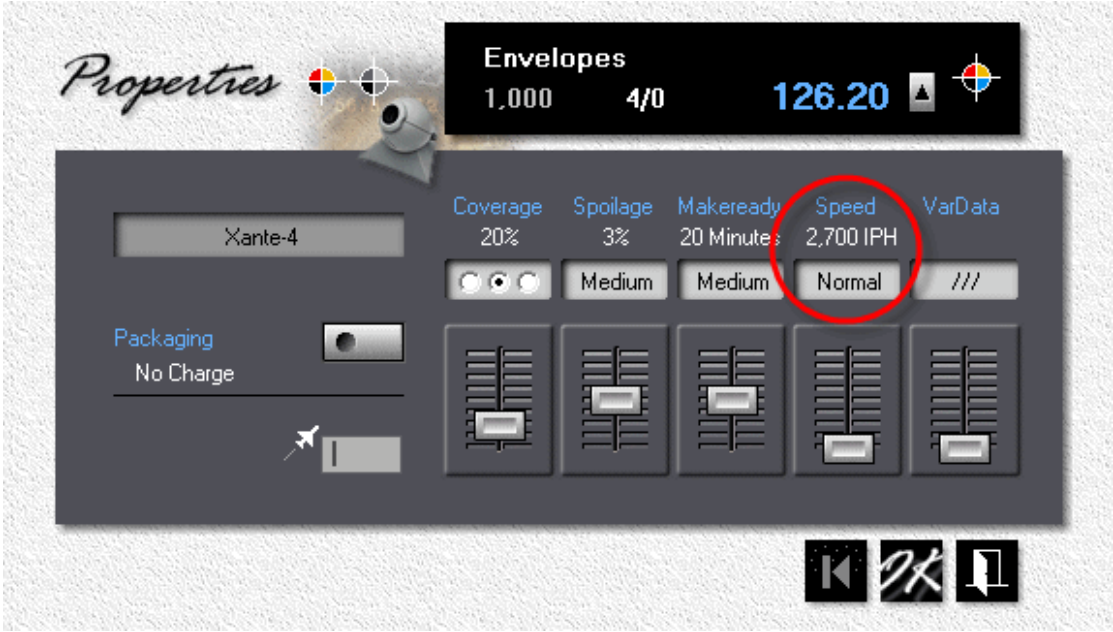
- Enter the ***Hourly Rate*** for both front and back.
- Edit or accept the rest of the entry fields.
- The defaults for makeready and press speed are:

Xante	Makeready	Speed
Black	10 Minutes	3,000 IPH
4-Color	20 Minutes	2,700 IPH



Note:

Digital presses generally run at a fixed number of impressions per hour, specified by the manufacturer. That's the speed you want to enter as Normal for 8.5x11 (A4). If your press slows down for heavier weight paper, you have the option of changing to a slower IPH when you make the quote. Simply enter the product as a Custom Product, then click Properties and adjust the slider.

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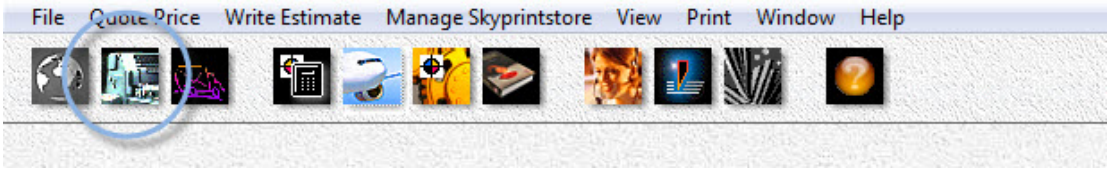
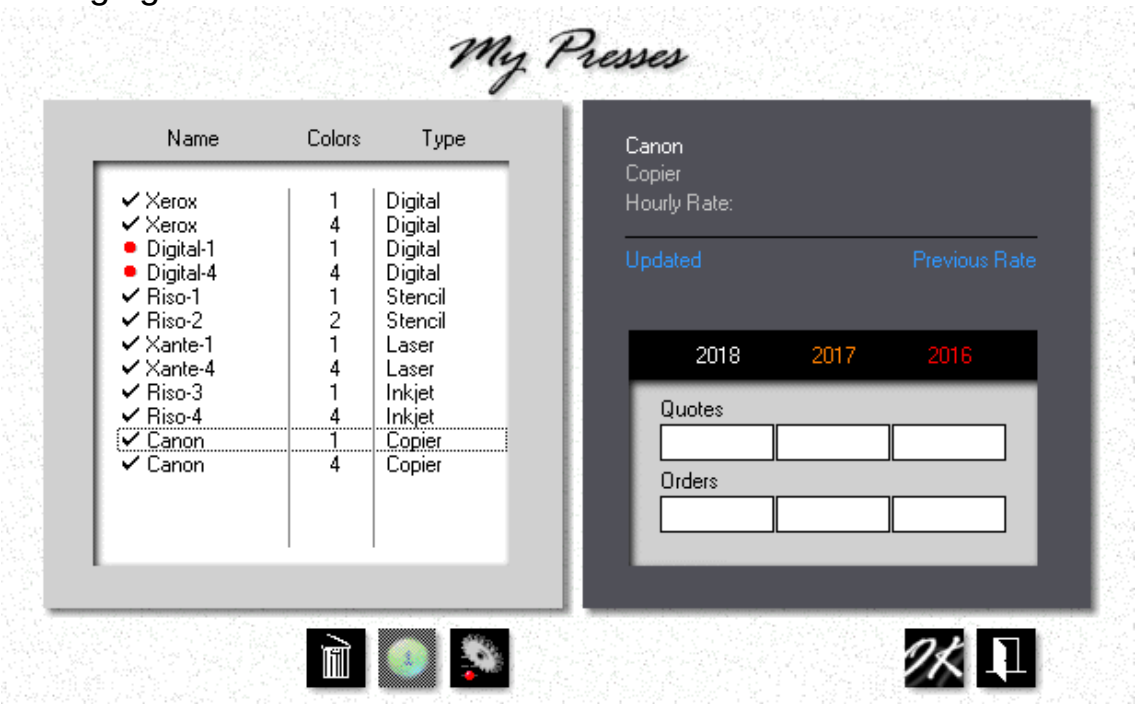
12.6 Setting up for Copies

This topic describes how to update your copiers and change their status. Taking a copier off line will prevent you from quoting the type of work associated with it. For one thing, you can't produce color copies on a black-only copier. And while there is often a good reason to run a one-color offset job on a two-color press (one-color press too small, job has too much ink coverage), making black copies on a color copier is almost always cost-prohibitive.



Changing the Status



Click the ***My Shop*** button, then click the ***Presses*** button.

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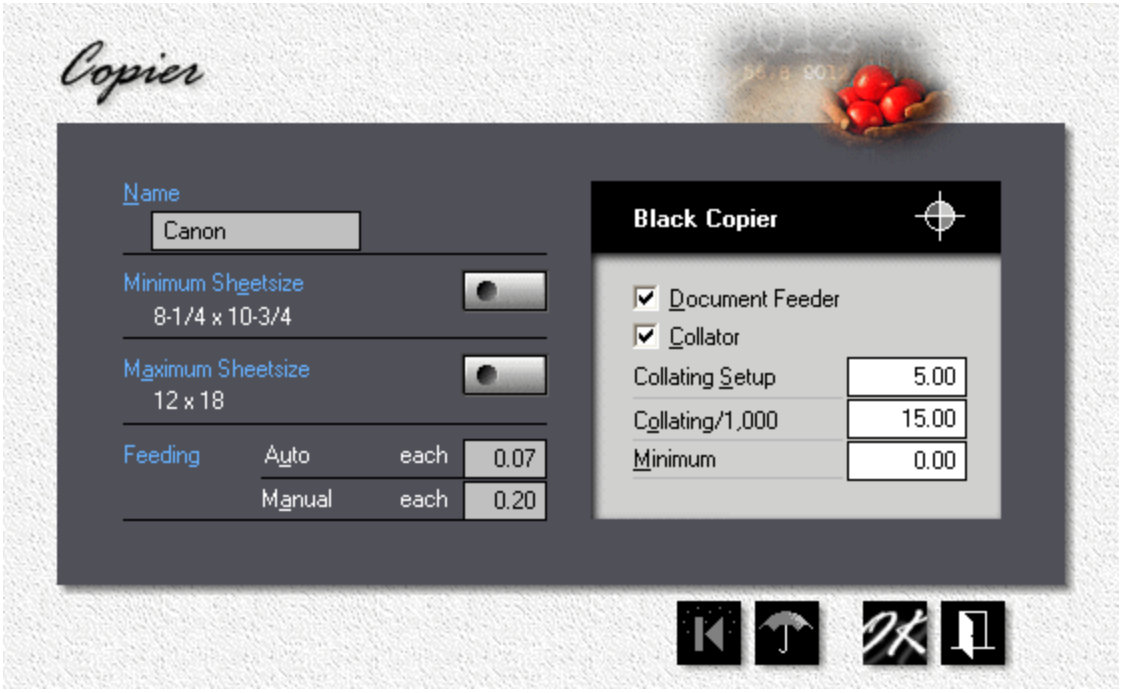
Click the ***Delete*** button in the press selection window to take the highlighted copier off line. Clicking the same button when a check-mark is showing will reinstate the copier. A copier that's off-line will have a red bullet in front of it.

Updating the Copier



Click the ***My Shop*** button, then click ***Presses***.

- Double-click the copier you want to update.
- Click the ***Sheetsize*** buttons to set minimum and maximum sheet sizes.
- Fill in the rest of the entry fields.

Note:
Document feeding and collating prices are the only charges specific to the copier. The actual per-copy prices are determined by each individual copy product.

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13 Managing your Products

13.1 Product Categories

Morning Flight divides all products into categories. Having separate drawers not only makes it easier to find things, it's mandatory if we want the program to narrow down the choice of paper. After all, when you're quoting envelopes, you don't want to have to search through all kinds of flat sheets, none suitable. All you're looking for are envelopes.

Offset categories have clear lines of demarcation. It's easy to separate flat sheets from envelopes. Copies, digital, and wide format on the other hand are in a world of their own.

Offset Categories

1. ***Sheets***. Any sheet printed on other than cover or self-adhesive label paper. Includes carbonless sheets, but not carbonless sets.
2. ***Cards/Labels***. Any sheet printed on cover or self-adhesive label paper.
3. ***Envelopes***
4. ***Carbonless***. Precollated sets only. Individual sheets belong in the sheets category.

Copy Category

This category accepts flat sheets only, no envelopes or carbonless sets. Carbonless sheets are Ok, as are covers and labels, provided your copier can handle them.

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Digital Category

Same as copies, but also accepts digitally printed envelopes and carbonless. If you're a digital-only shop, you'll want to select a digital item as your primary product. Better still, disengage offset altogether under ***File*** > ***My Preferences.***

Wide Format

A wide range of products printed by ink jet, from banners to signs, small decals to huge wall coverings and vehicle wraps. Whereas offset and digital products are linked to a specific press, wide format products are tied to the substrate on which they're printed. Pricing is per square area.

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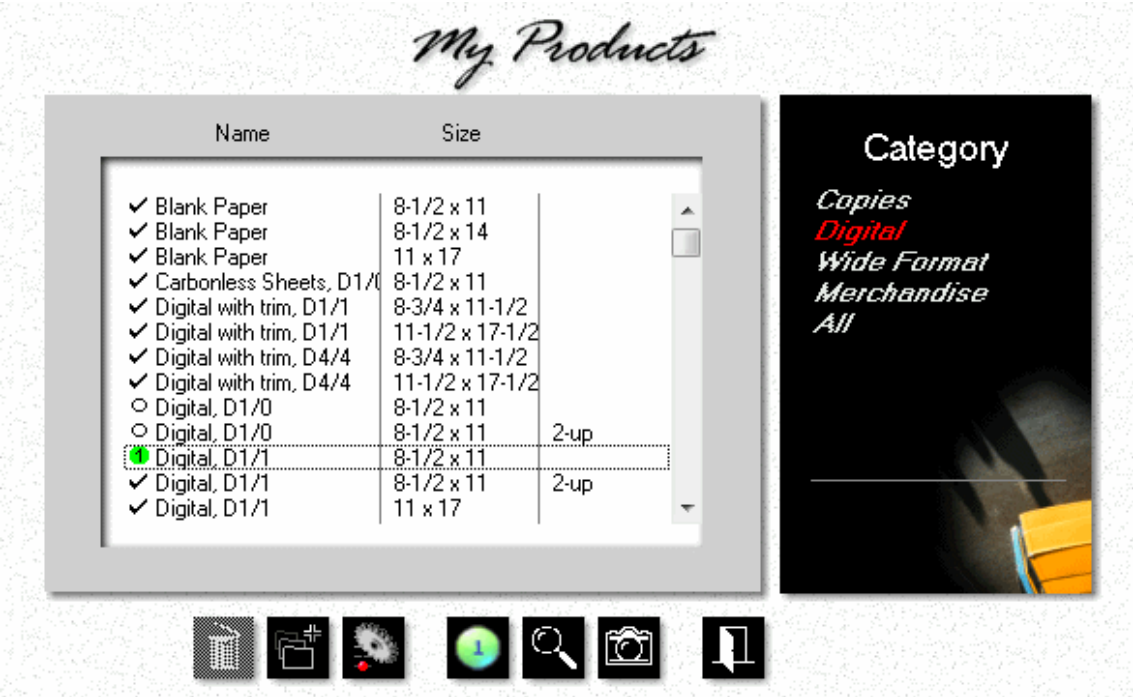
13.2 Your Primary Product

Tired of having the quote window open with copies, when the bulk of your work is digital? Easy to fix. Designate whatever product you quote on most often as your primary.



From the main menu, click the ***My Store*** button.

- Click the ***My Products*** button.
- In the black panel on the right, click the product category.
- Highlight the product you want to make your primary.

Click the ***Primary*** button, then close the window.

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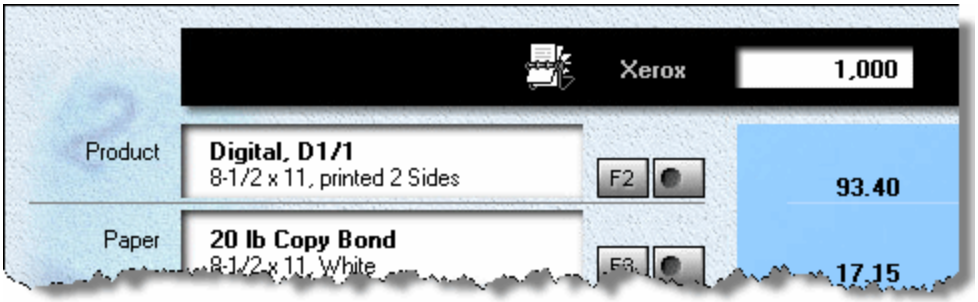
The Result



13.3 Updating Offset Products

This topic describes how to update an offset product or create a new one.

Click the ***My Store*** button, then click ***My Products***.

- In the black panel, click one of the first four ***Categories*** (Sheets, Cards/Labels, Envelopes, or Carbonless).

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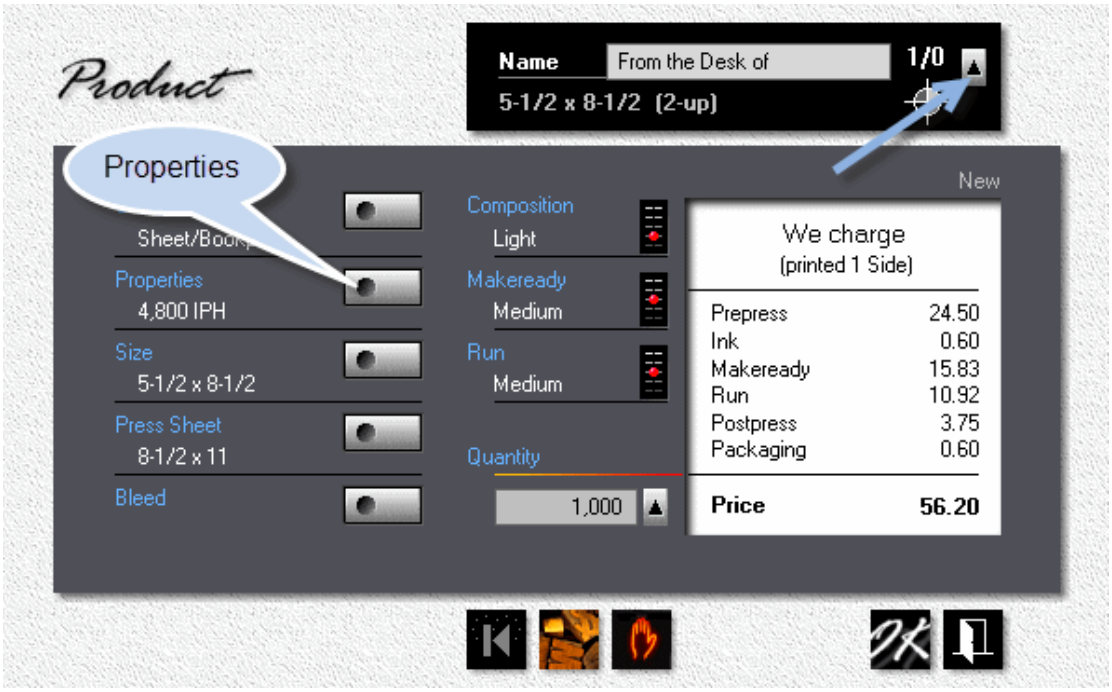
Click either the ***Add*** button to create a new offset product, or the ***Update*** button to edit an existing one. For this demo, we'll add a new product, based on "Bulletins, 8-1/2x11" over which we've placed the highlight bar.



Note:

When you click the button pointed to by the arrow in the product window, the configuration will change from 1/0 to 2/0, and then to 4/0. With offset products, that's merely a way to show pricing for alternate run configurations. It's not saved as part of the product's properties.

- Enter the ***Name*** (From the Desk of), then click the ***Size*** button and change the finished size to 5-1/2x8-1/2.
- Right-click the ***Composition*** slider to lower composition to ***Light***. This is the setting the product will default to. It can be changed when you make the quote, where you can enter the actual time in hours and minutes.
- Click the ***Properties*** button to change ***Makeready*** and ***Run*** settings. If those were the only properties we wanted to change from the values we inherited from bulletins, we could right-click the makeready and run sliders in the product

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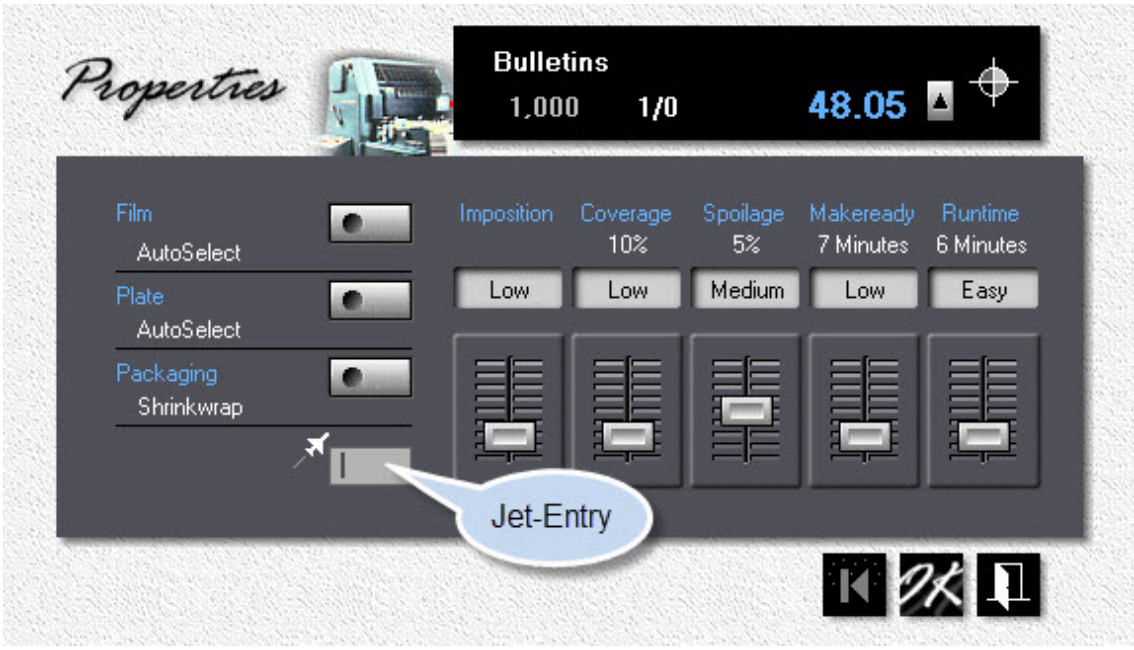
window and be done. But we also want to change stripping, ink coverage, and packaging.



- Drag the **Stripping, *Coverage*** and ***Makeready*** sliders to low, and the ***Run*** slider to easy.

  Note:
  The quick way to change property settings is to use Jet-Entry. All the sliders have five settings: very low, low, medium, high, and very high. Entering a "1" sets a slider to very low, entering a "5" to very high. To set all five sliders to match the example, enter "22322" in the Jet-Entry box.

- Click the ***Packaging*** button and select ***Letterbox***. Click OK, then close the properties window with OK as well.

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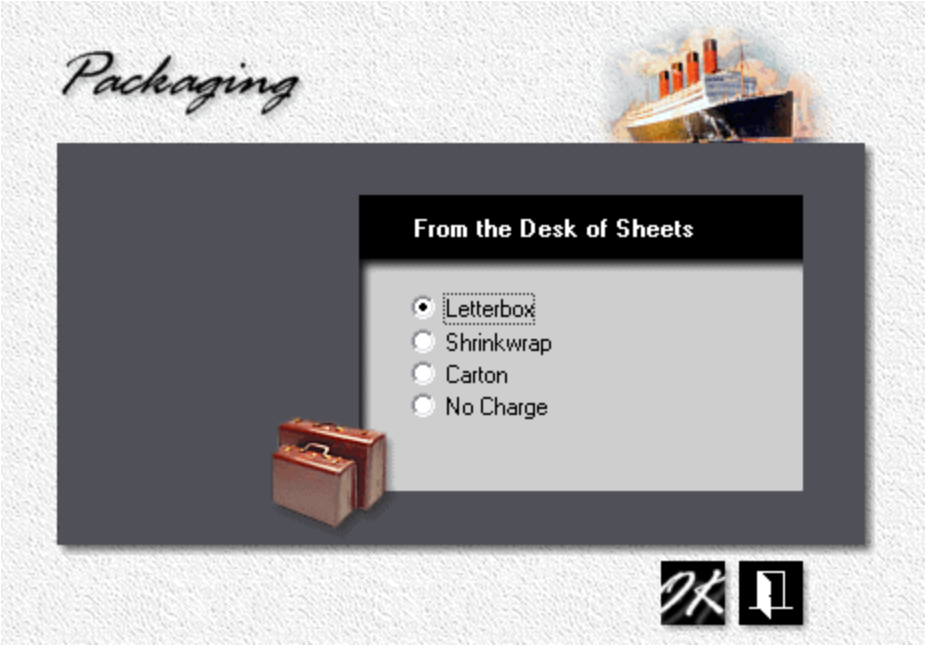

Back in the product window, click the ***Stop*** button. Uncheck ***Print 4 Colors*** and ***Print 2 Sides*** to prevent this product from being quoted that way. Click OK.

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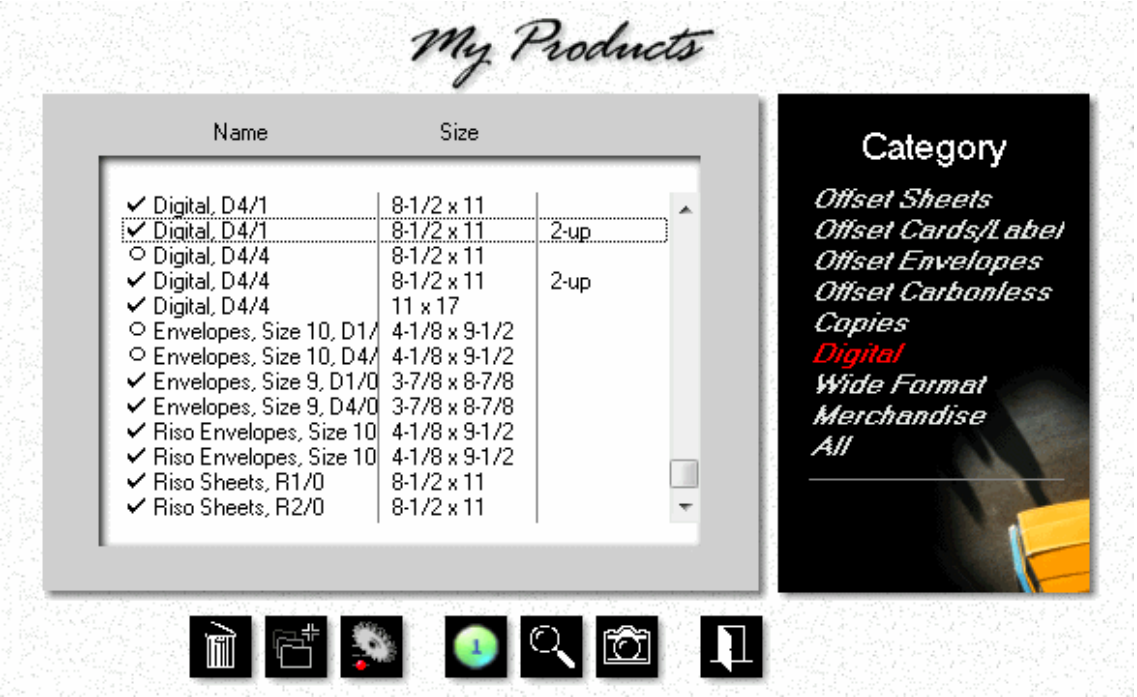
13.4 Updating Digital Products

This topic describes how to update a digital product or create a new one.



Click the ***My Store*** button, then click ***My Products***.

- In the black panel, click ***Digital***.

Click either the ***Add*** button to create a new digital product, or the ***Update*** button to edit an existing one. For this demo, we'll add a new product, based on "Digital, 8-1/2x11, D4/1, 2-up" over which we've placed the highlight bar.

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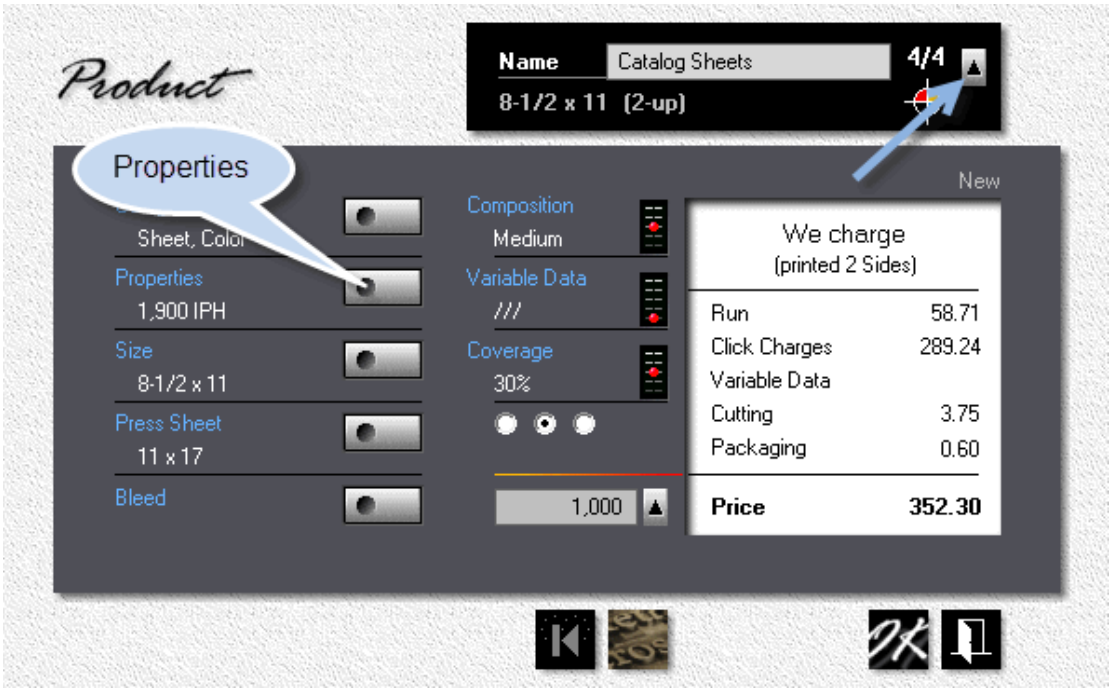

- Enter the ***Name*** (Catalog Sheets)
- Click the up arrow in the black panel to change the ***Configuration*** to ***4/4***, four colors front, four colors back.
- Right-click the ***Composition*** slider to lower composition to ***Medium***. This is the setting to which this product will default. It can be changed when you make the quote, where you can enter the actual time in hours and minutes.
- Click the ***Properties*** button.

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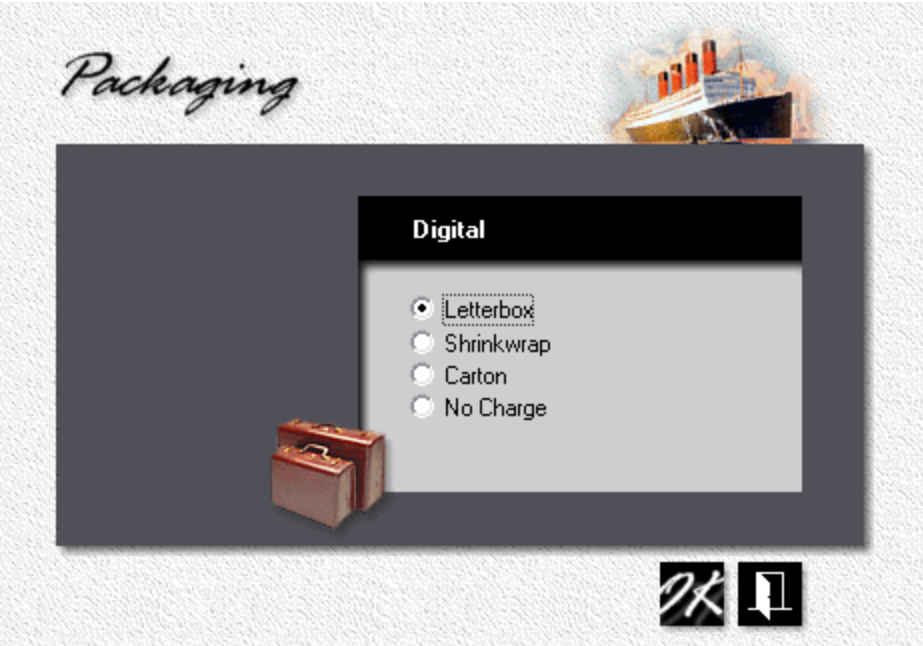
- Click the left radio button under ***Coverage*** to shift to a lower range, then drag the coverage slider all the way up. Ink coverage should now read 25%.
- Click the ***Packaging*** button and select the type of packaging.



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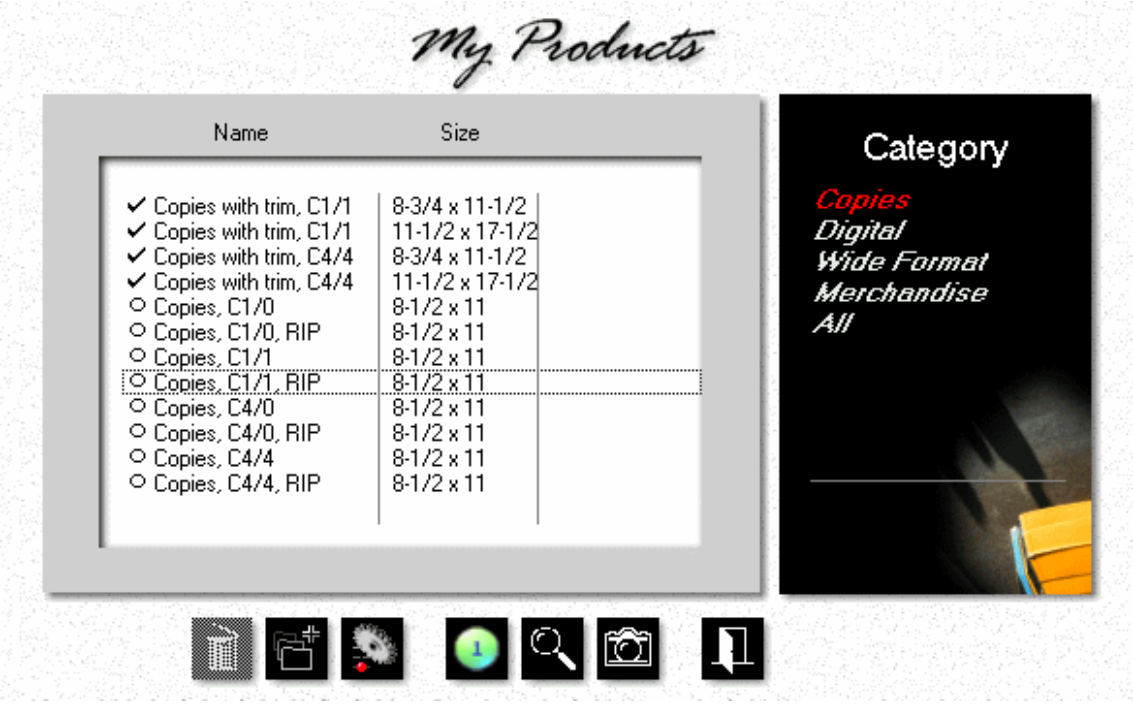
13.5 Updating Copy Products

This topic describes how to update a copy product or create a new one. Copies are different from offset and digital, they're priced per copy. Here the product alone determines the price. Well, almost anyway. One minor contribution comes from the copier itself - the time spent feeding the original document. With multiple copies made from a single original, that usually adds mere pennies to the total. Multiple originals, on the other hand, can significantly increase the price per copy.

Say the order calls for 1,000 copies from a single original. You're charging 5 cents per copy, plus 7 cents per original if there's more than one. Total price: $50.00. Now change that to a single copy each from 1,000 originals, and watch the price soar to $120.00. That's if your copier is equipped with an automatic document feeder. If the originals have to be put on the glass by hand, the price goes even higher.

Note:

The pricing for document feeding, auto and manual, is tied to the copier and is set in My Shop > My Presses.



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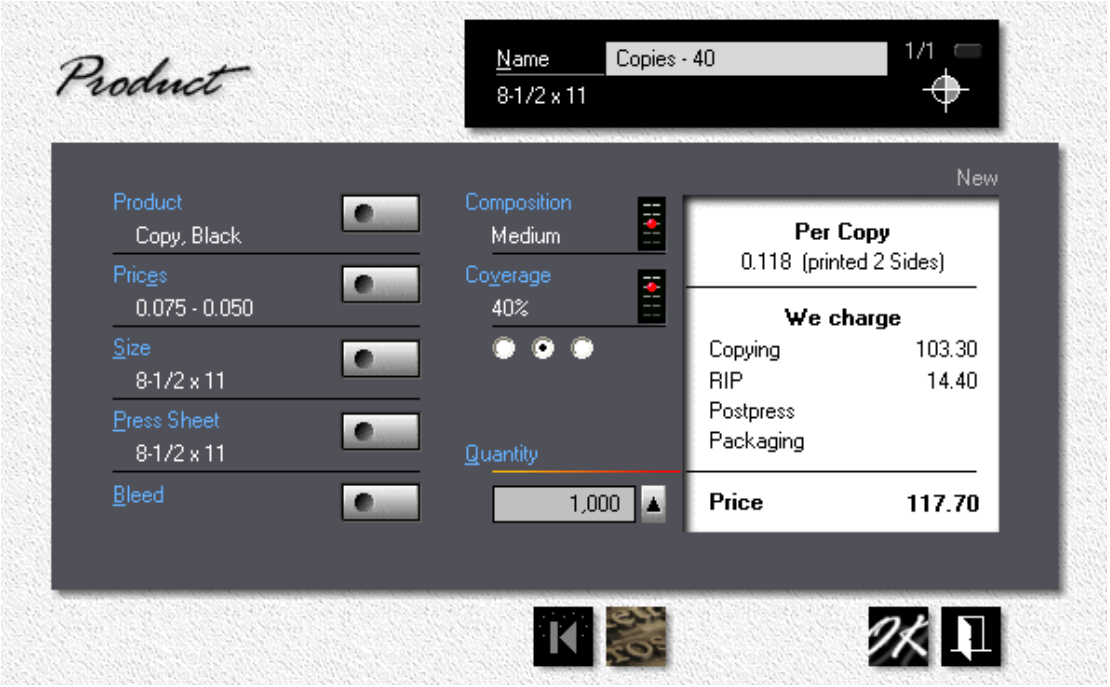
Click the ***My Store*** button, then click ***My Products***. In the black panel, click ***Copies***.

Click either the ***Add*** button to create a new copy product, or the ***Update*** button to edit an existing one. For this demo, we'll add a new product, based on "Copies, C1/1, RIP" over which we've placed the highlight bar.



- Enter the ***Name***, then click the ***Size*** and ***Press Sheet*** buttons if you need to change sizes.
- Left-click the ***Coverage*** slider to increase toner coverage, right-click the slider to decrease it. Click one of the three radio buttons if you need to select an alternate range.

Note:

The prices we'll enter in the next step are for 8-1/2x11 (or A4) copies with 30% coverage, printed one side. If we change the size to 11x17 (or A3), Morning Flight will double the price per copy. If we change coverage, the program will compensate for that as well. When updating standard copy products (those with a circle in front in the product selection window), you'll discover that sheetsize

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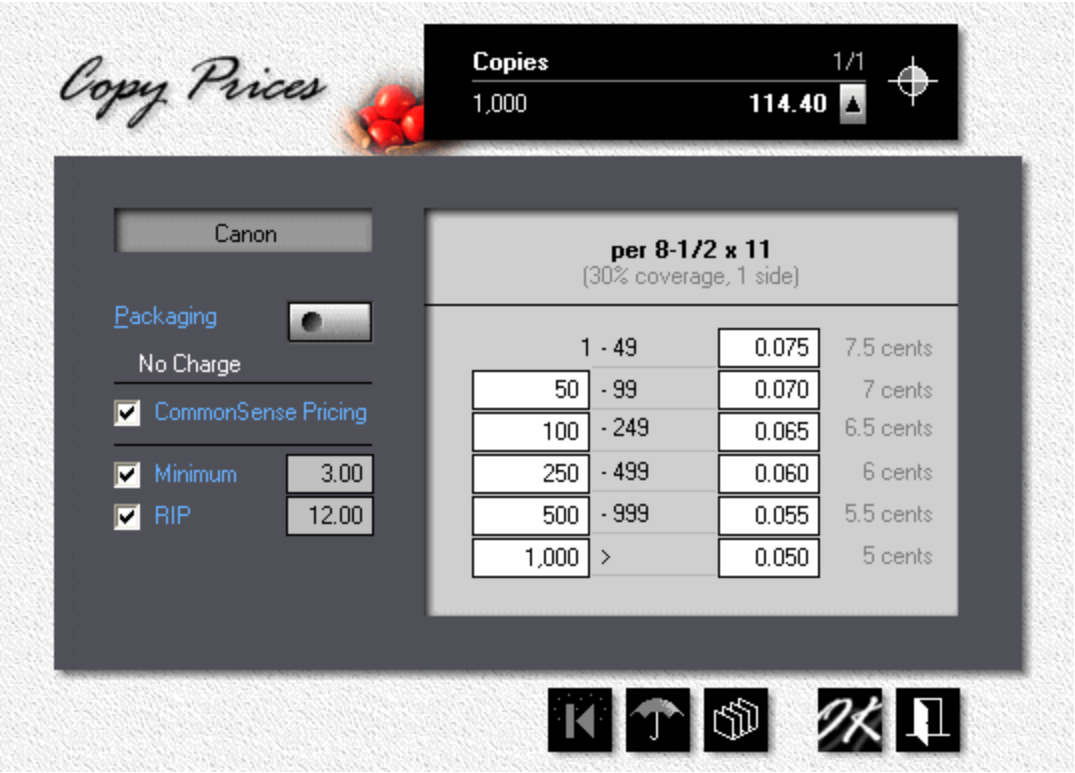
and coverage are locked and can't be changed. That's what makes a standard product standard.

- Click the ***Prices*** button.



- Enter the ***Minimum*** amount per quote and ***RIP*** charges, if applicable.
- Change the ***Quantity*** fields, if necessary, then enter ***Prices per Copy***, size 8-1/2x11 (or A4), with 30% ink coverage, copied one side.

Note:

Looking for a shortcut? When entering copy prices, just enter the first and the last price, then click the sort button (third from the left) and let Morning Flight come up with the intermediate prices. Note also that when you change a white-box quantity, the quantity above it in black on gray will update automatically. In other words, when you increase the quantity in the white box from 50 to 500, the black on gray quantity will increase from 49 to 499.

- Click the ***Packaging*** button and select the type of packaging.

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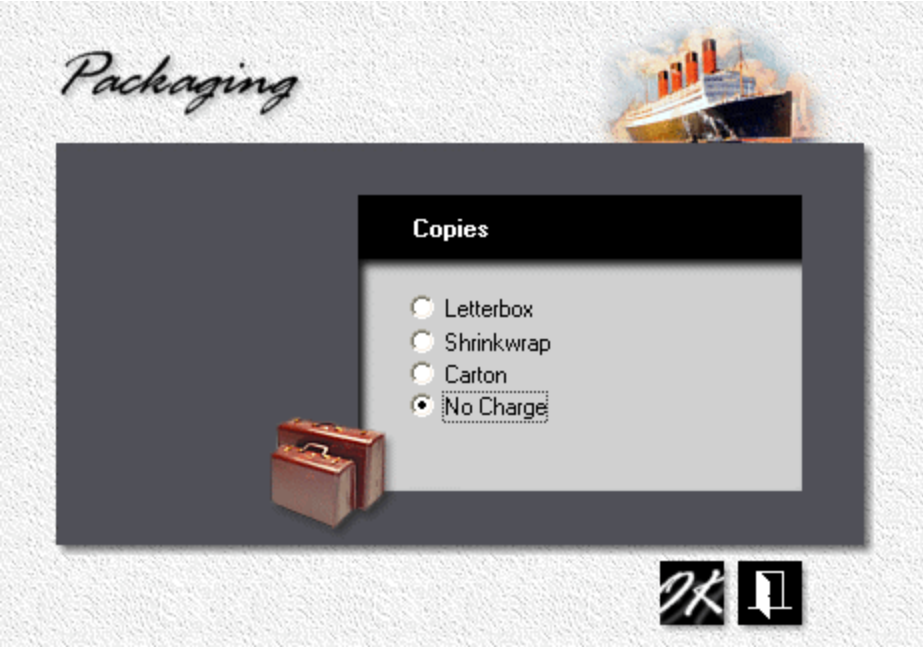
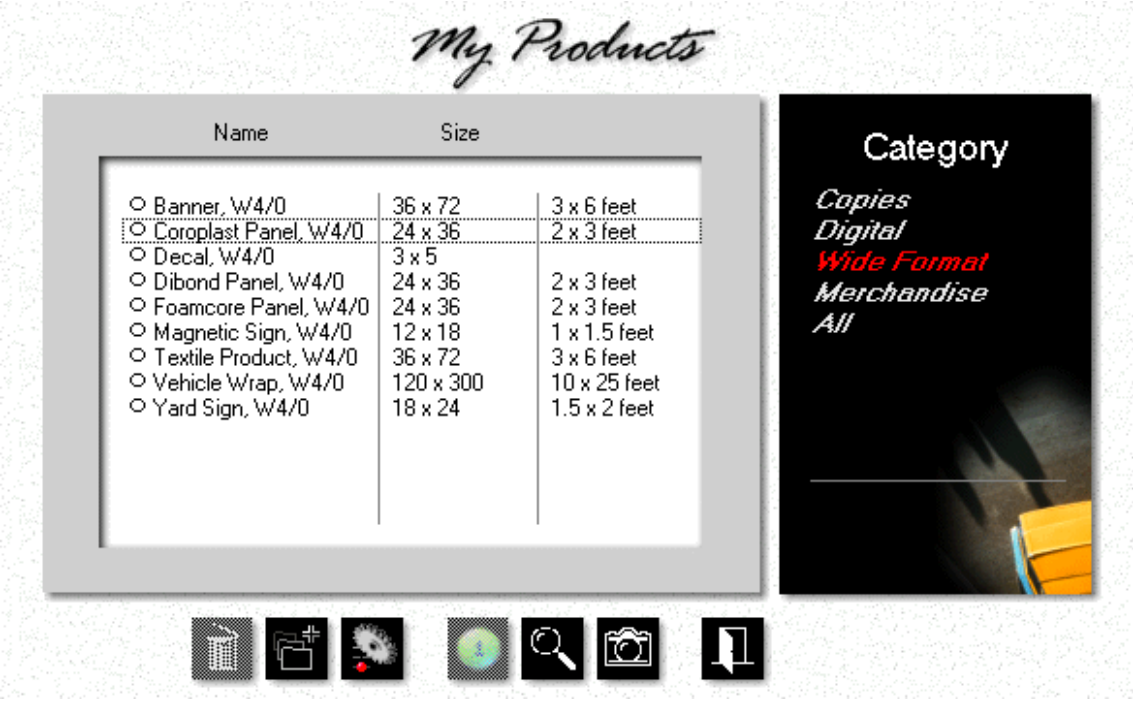


13.6 Updating Wide Format Products

This topic describes how to update a wide format product or create a new one.



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Click the ***My Store*** button, then click ***My Products***.

- In the black Category panel, click ***Wide Format***.

Click either the ***Add*** button to create a new wide format product, or the ***Update*** button to edit an existing one. For this demo, we'll add a new product, based on "Coroplast Panel, W4/0, 24x36" over which we've placed the highlight bar.

- Enter the ***Name*** (Exhibit Display)
- Click the brown two-page icon to price the sign as being printed on both sides.

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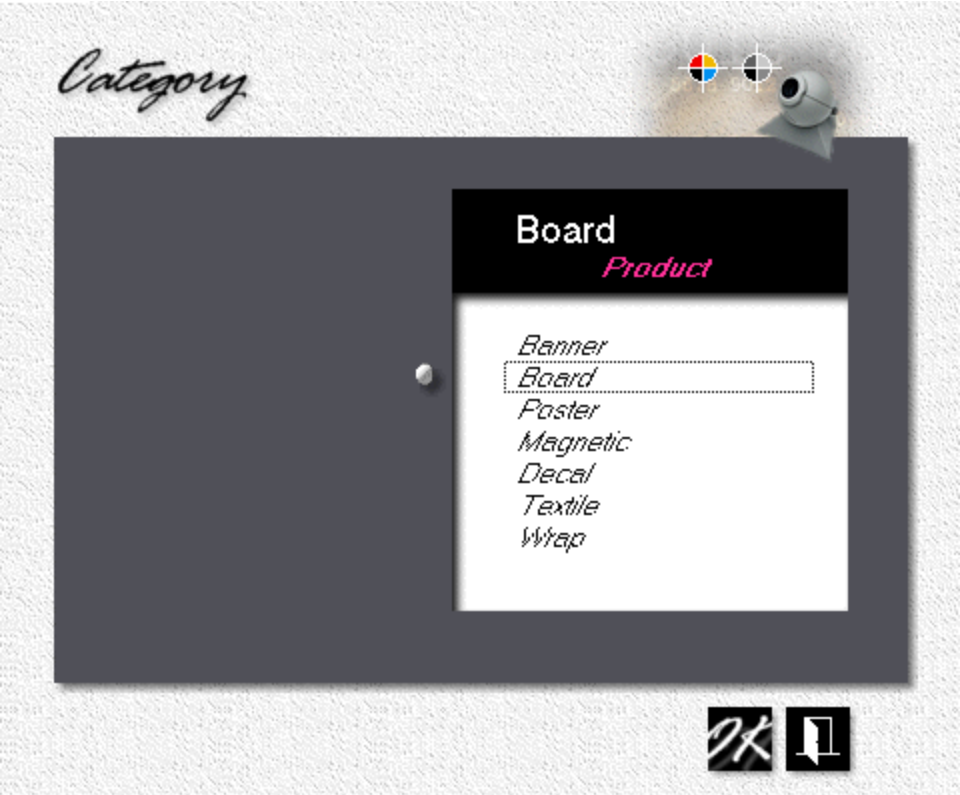

- We'll keep the category as is.
- What we could do is click the ***Substrate*** button and change the substrate from Coroplast to Foamcore. That will make for a better sign and automatically adjust our price.
- Finally, click the ***Product Size*** button and increase the size from 24x36 to 36x72. That, too, will automatically recalculate the price and at the same time resize of the substrate.

Note:

At this point you may be tempted to change the setup charge and minimum price, and maybe adjust your markup. This really isn't the best place for it. Here you're essentially creating your own templates. Unless you need variations of the same product (retail vs. wholesale comes to mind), making inline price adjustments is much easier when you know your templates are priced alike. Keep in mind that all the sliders pictured are available in the quote and order windows by just clicking the Custom Product button.

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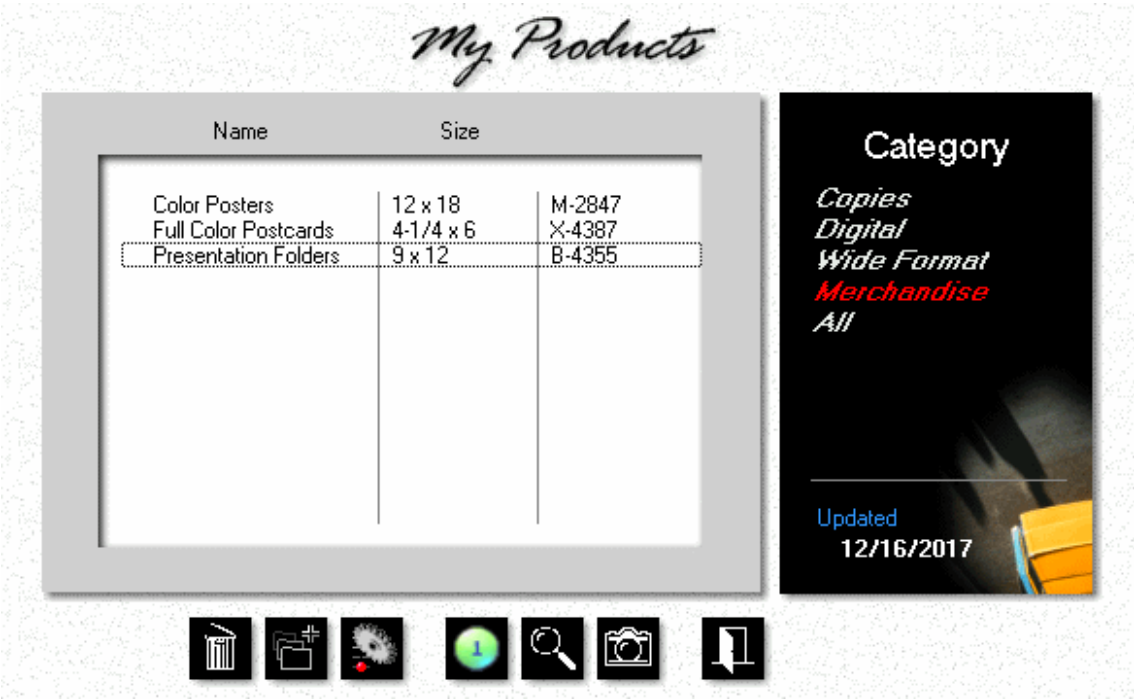
13.7 Updating Merchandise

This topic describes how to update or create a new merchandise item. In Morning Flight, merchandise items can be used for more than just material things that come in a box. You can also wrap them around time-based activities charged for by the hour. *Service in a box,* so to speak, if it helps hanging a label on it.



Click the ***My Store*** button, then click ***My Products***.

- In the black panel, click ***Merchandise***.

Click either the ***Add*** button to create a new merchandise item, or the ***Update*** button to edit an existing one.

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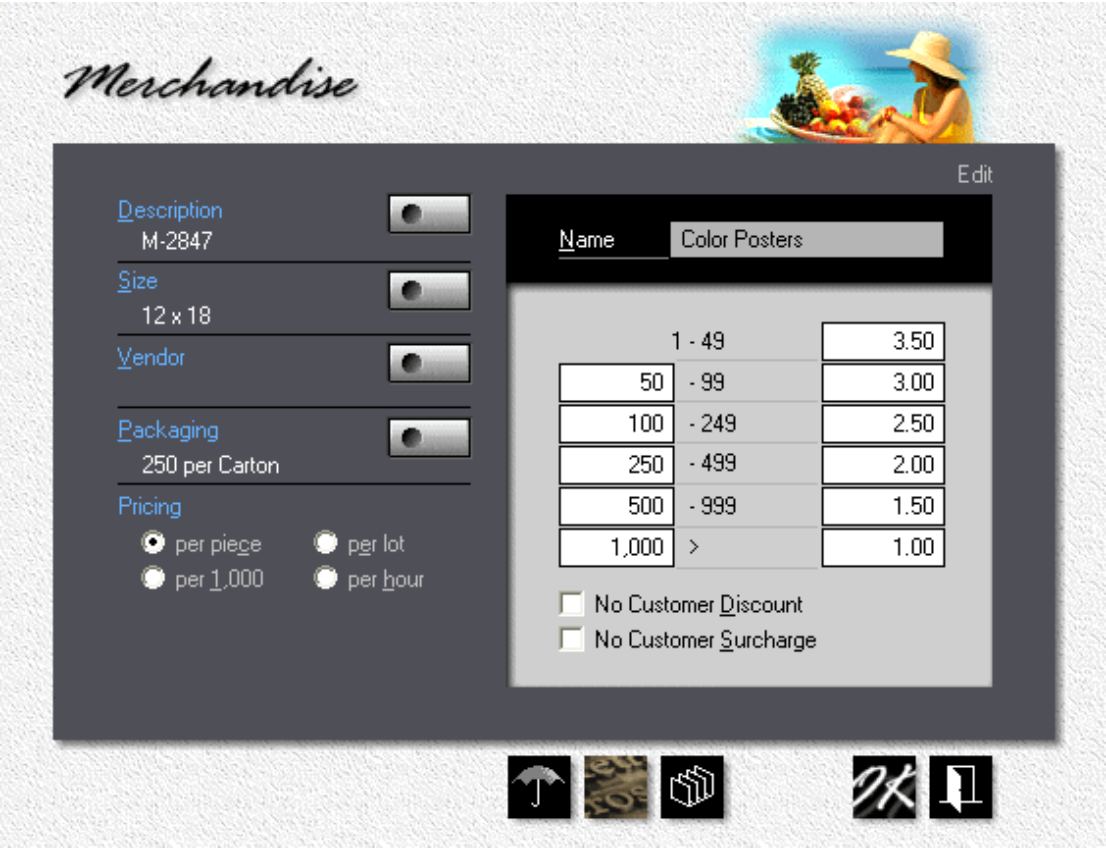
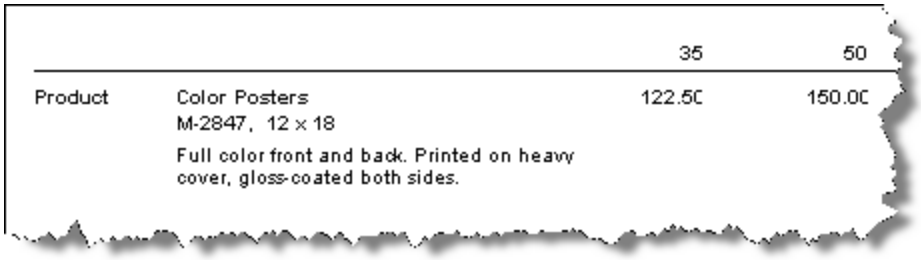


- Click the ***Description*** button to enter a catalog number and product description. Both the catalog number and the description will appear on quotes, orders, and invoices.



- Enter the ***Name,*** then click the ***Size*** button if it's a dimensioned item.
- Click the ***Vendor*** button and select a vendor. This step is optional.
- Click the ***Packaging*** button and select the type of packaging.

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- Select the ***Pricing*** method: per piece, per 1,000 units, per lot, or by the hour. See Pricing Merchandise for definitions.
- If you extend a discount to some customers on your in-house printing and you want to withhold that discount for this particular item, check No Customer Discount.

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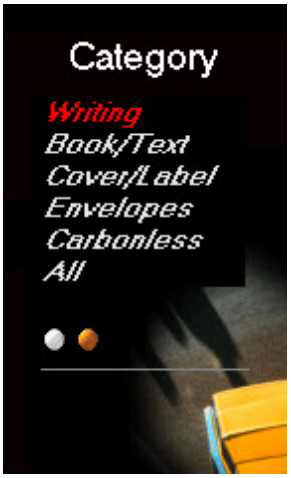
14 Managing your Paper

14.1 Paper Categories

Morning Flight divides paper into five paper types, stored in two separate categories: in-Stock and Buy-it paper. A third category, Custom paper, holds modified versions of in-Stock and Buy-it paper which are then stored not in a separate file but directly with the quote or order. Since you can't view or update it, Custom paper isn't really a category. We just call it that for convenience. If you find yourself modifying the same paper item more than once, there is a way to save and later retrieve it from the Buy-it file.

Paper Types



1. ***Writing***. Bond and Ledger.
2. ***Book/Text***. Offset, Text, Coated Book.
3. ***Cover/Label***. Coated and Uncoated Cover, Index, Bristol, Tag, and self-adhesive Label.
4. ***Envelopes.*** Regular, Window, Booklet, Catalog, and Social.
5. ***Carbonless***. Precollated sets only. Individual sheets are stored in the Writing or Cover/Label category.

My in-Stock Paper

Any paper you keep on hand, or can get your hands on in a hurry. It used to be the only category Morning Flight would let you quote in broken reams or partial boxes, but that has changed. Every category now has a check box to either prevent or allow it.

Today, the biggest difference between in-Stock and Buy-it paper is in-Stock's wider range of pricing options. Where Buy-it paper must be priced per 1,000 sheets, in-Stock offers you a choice of per 1,000 or per 100 lbs. You can even redefine quantity

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brackets to cartons only, weight only, or cartons up to a full carton, and beyond that by weight.

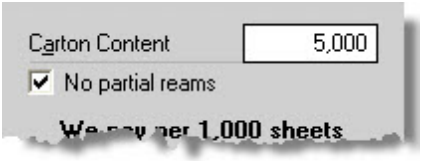
Something else that sets in-Stock paper apart is how individual items are stored in the file, and how that affects the pricing of colors: They're all priced the same. There are pros and cons here. With just two prices (one for whites, one for colors), maintaining the paper file is a snap. Update the cost of ivory, and canary and blue and pink are updated along with it. That's the good news. The downside is you can't have a higher price for dark colors. With in-Stock paper that shouldn't be an issue. Dark colors are infrequent sellers, known as "White Elephants" (don't ask me why) in American English. Poor candidates for inventory in any language.

What if you needed to carry a higher priced color of, say Classic Laid Cover, for a particular customer? Simple. Make a new in-stock item and label it "Classic Cover - Dark."

My Buy-it Paper

As the name implies, any paper you need to order for a specific job. If a customer orders 600 envelopes, Morning Flight assumes you have to buy at least two boxes of 500. The program is reluctant to let you buy one-and-a-half boxes because it knows nobody will sell you one-and-a-half boxes. You can override that even for items you don't carry in inventory by unchecking the "no partial reams" box. Before you do though, ask yourself this:

1. Am I willing to buy 1,000 envelopes to print only 600 while keeping Morning Flight from charging for the leftovers, then store those leftovers on a shelf in our odd lot room?
2. Can I expect either this customer or another customer to order the same envelopes, in the same color, before they glue themselves shut and start wrinkling?



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Custom Paper

Technically not a category, just a variation of either in-Stock or Buy-it paper. Custom paper, like in-Stock, can be priced by weight or per 1,000 sheets, in a variety of brackets. There's no file for it because the paper specs and costs are saved with the quote or order.

The way you work with Custom paper is by first selecting the closest in-Stock or Buy-it item with F3. When you then click Ctrl-F3 (the button to the right of F3), the specs and costs from the paper you selected are inherited and presented in the Custom paper window. If you don't modify what's there, the price stays as inherited.

How can you tell it's Custom paper? Same way you identify a Custom product, by the button turning red.

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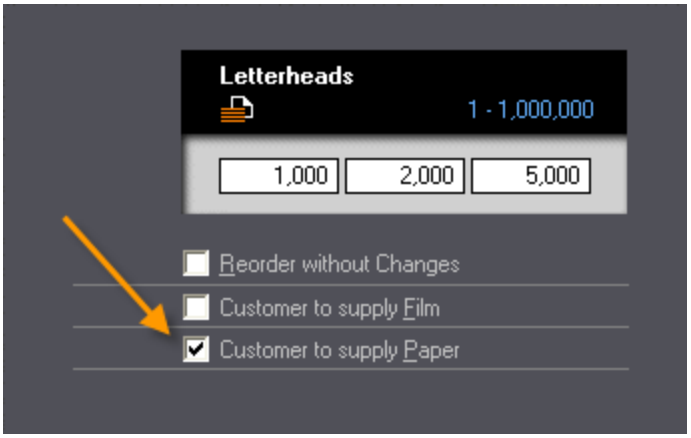
Customer supplied Paper

Another non-category, but we do have to allow for customers walking in with their own paper. Usually bought years ago and yellowing around the edges, and more often than not the exact, counted out by hand number of sheets the customer wants to walk out with, but that's another topic. Morning Flight will exclude the cost of the paper, but will raise the run price a little to compensate for the extra handling.

To specify Customer paper, click the quantity button, then check the box.



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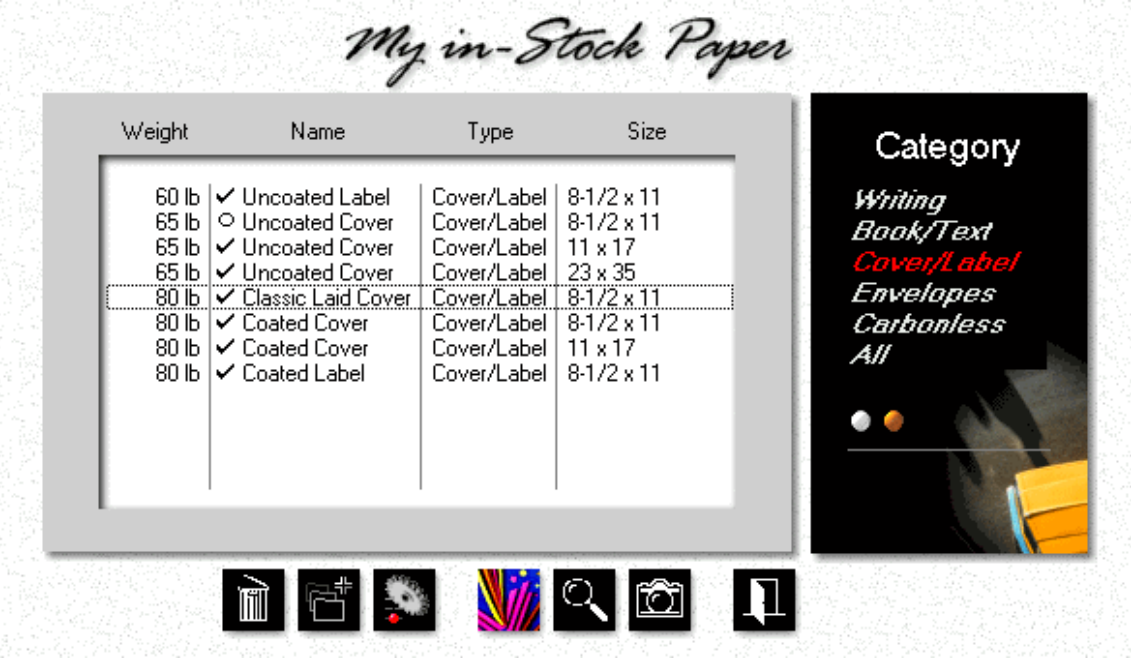
14.2 Updating in-Stock Paper

This topic describes how to add or update in-Stock paper. The name used to imply that in-Stock was paper you should carry in inventory, but that's no longer the case. Today, your decision of whether to save paper in the in-Stock or Buy-it file essentially boils down to

- Do we need the ability to enter costs per 100 lbs (which leaves out the Buy-it file)?
- Can we live with having all paper colors priced the same, making cost updates fast, foolproof, and perfect for web2print, but at the same time unwieldy for very large quantities?

Now that "no partial reams" can be enabled in every category, you should never lose money on a job because you bought paper you're not charging the customer for. Provided you can bring yourself to check the box.



Click the ***My Store*** button, then click ***My in-Stock Paper***.

- In the black panel, click ***Cover/Label***.

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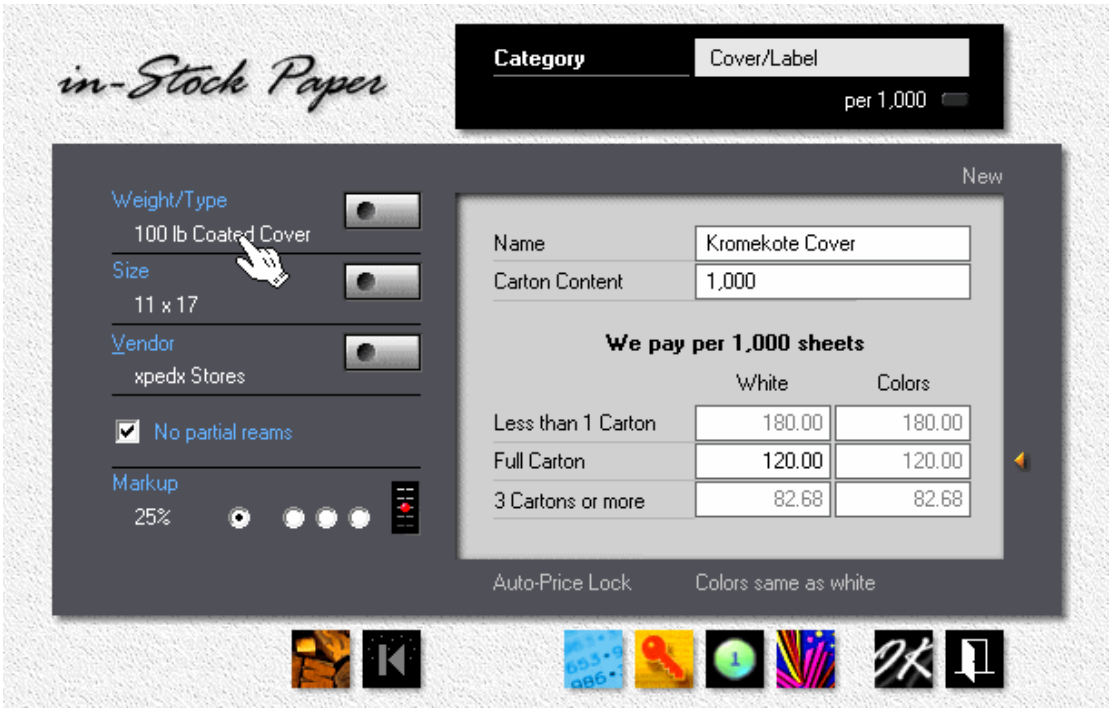
Click either the ***Add*** button to create a new in-stock paper item in the cover/label category, or the ***Update*** button to edit an existing one. For this demo, we'll add a new item, based on ***80 lb Classic Laid Cover***, shown under the highlight bar.



- Place the cursor over the paper type (where the glove is pointing) and keep clicking until the type reads "Coated Cover." Place the cursor over the weight and click that until it reads "100 lb." Those are shortcuts. You can accomplish the same thing, slower, by clicking the ***Weight/Type*** button.
- Click the ***Size*** button and change the size to 11x17.
- Click the ***Vendor*** button to enter the vendor. If your vendor file is empty, add a new vendor or just leave the vendor's name blank.
- Enter the ***Name*** of the paper and the ***Carton Content***.
- Enter the ***Cost*** of 1,000 11x17 sheets in the full carton bracket for white. This is the price you pay your vendor, not what you charge your customer.

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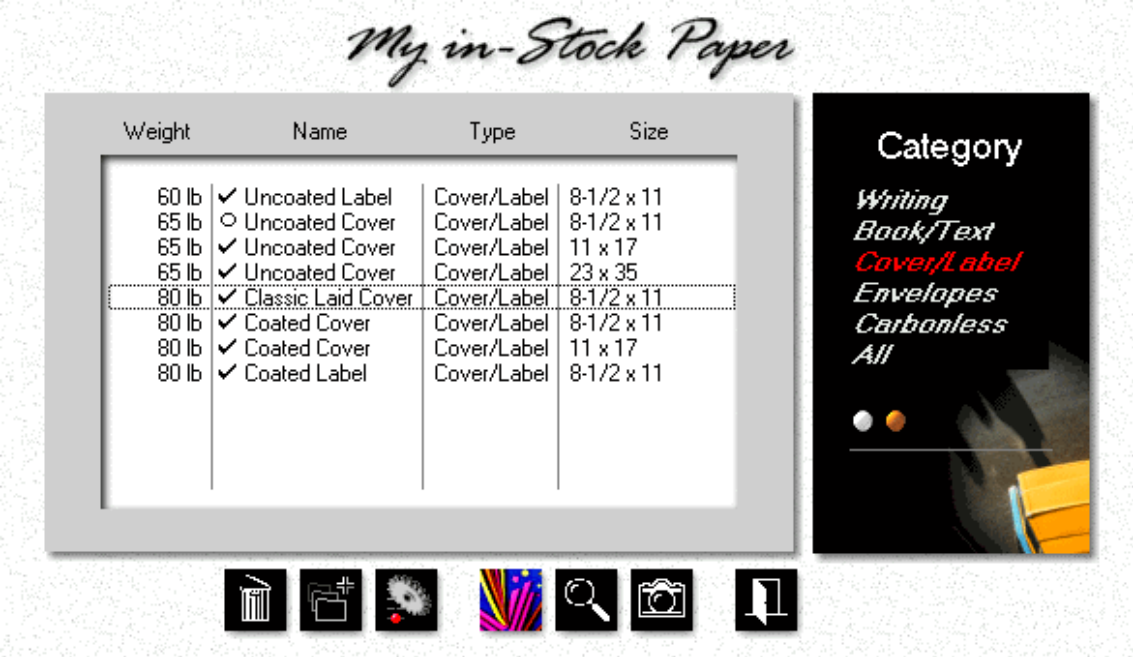
Click the ***Color*** button. That will do two things: First, it will price colors the same as white. Second, it will remember that setting for this paper.

Updating Colors

Here we'll add a new color, Baronial Ivory, to 80 lb. Classic Laid Cover.



- In the paper selection window, place the highlight bar over 80 lb Classic Laid Cover, 8-1/2x11.

Click the ***Color*** button.

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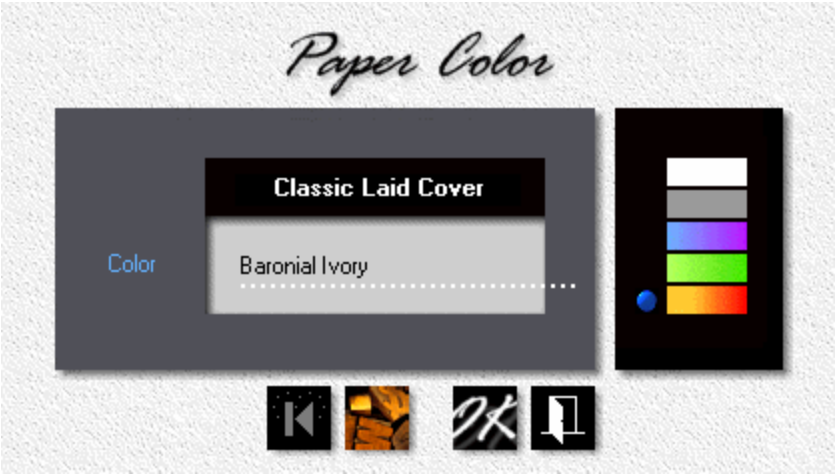
Click either the ***Add*** button to add a new color, or the ***Update*** button to edit an existing one. For this demo, we'll add a new color.



- Enter the name of the ***Color.***
- Either click the appropriate ***Color Bar*** or drag the blue bullet up next to it. That tells the program whether to price this as white or as a color.

  Note:
  Morning Flight will try to determine the color group based on the name of the color you enter. For instance, when you enter "Whitestone", the program will automatically move the blue bullet to the white bar on top of the palette. That

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works sometimes but not always, and since it affects the price it's kind of important, so be sure to check it before you click OK.

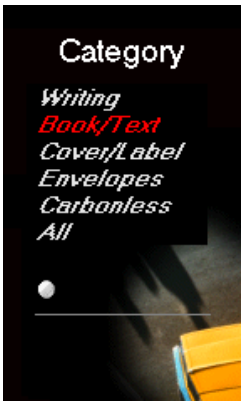
14.3 Updating Buy-it Paper

This topic describes how to add or update Buy-it paper. As the name suggests, that's any paper you order on a case-by-case basis, with just enough extras to run the job. So why save it in a file? Convenience. It's handier to have prices accessible from within Morning Flight than to always have to look them up in a price book. But files have to be maintained and updated. Which is why you'll want to keep this file small and easy to manage. Save only paper and colors that tend to repeat, items you don't mind updating.

Envelopes are a prime candidate for the Buy-it category. If your shop isn't air-conditioned and the humidity feels like 150% for days on end, they tend to glue themselves shut just sitting there. On the other hand, not stocking them also means having to buy extras for each job, just in case. When a run comes up short because you can't stop the wrinkling, the press will likely sit idle with ink on the rollers, waiting for another box of envelopes to come in.

With in-Stock you could have grabbed another box off the shelf, took out what you needed, and put the rest back. Still, the economics usually tilt in your favor if you treat all but your fast-moving envelope items as Buy-it paper.

That's the theory. In reality, none of this matters if the envelopes have already been collecting dust on your vendor's shelf and have glued themselves shut there.



1. Click the ***My Store*** button, then click ***Buy-it Paper.***
2. In the black Category panel, click ***Book/Text.***
3. Click either the ***Add*** button to create a new Buy-it item in the book/text category, or the ***Update*** button to edit an existing one. For this demo, we'll add a new item, ***60 lb Springhill Offset***.

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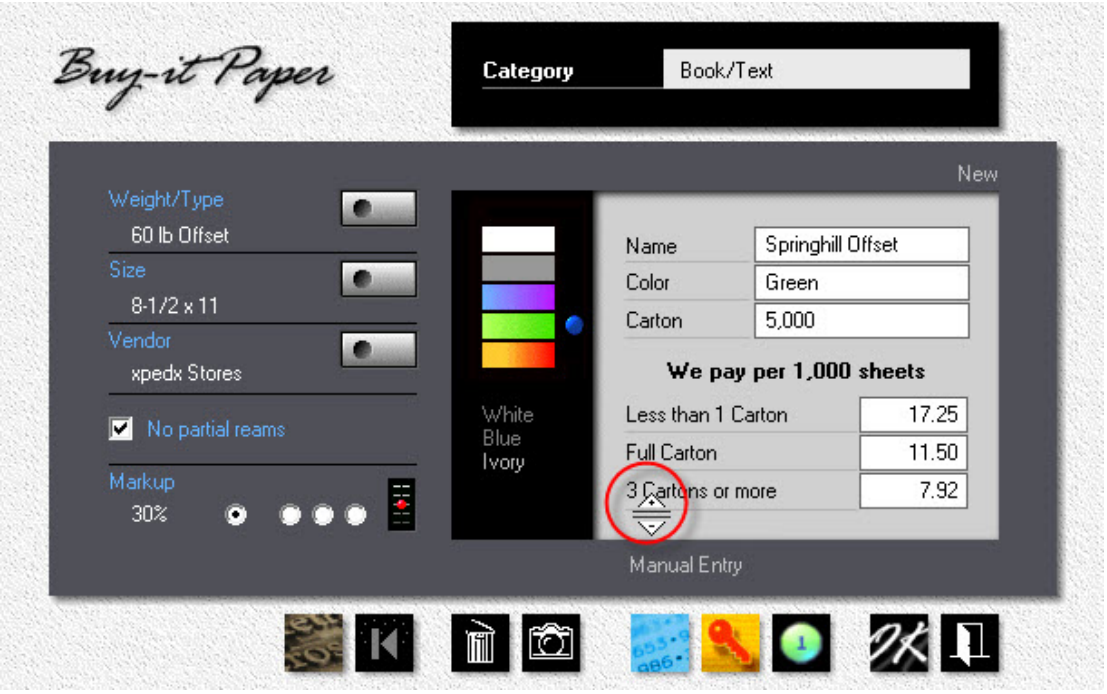

- Click the ***Vendor*** button to enter a vendor. If your vendor file is empty, add a new vendor or just leave the vendor's name blank.
- Enter the ***Name*** and ***Color*** of the paper, then click the appropriate color bar or drag the blue bullet to it.

  Note:

  Where with in-Stock the color group has a direct bearing on pricing, with Buy-it the palette merely helps you search. Each color is priced individually, so for the purpose of quoting, white is just another color. In the example above, "Ivory" is the last color entered for Springhill Offset. To delete a color, place the highlight bar over it, then click the trash can button. To zoom in, click the camera button.

- Enter the ***Carton Content***. We'll leave the weight and type at 60 lb offset, and the size at 8-1/2x11.
- Place the cursor in the general area of the red circle. Left-click to increase the number of cartons, right-click to lower it. The maximum is 10. Note the up/down cursor.

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Click the ***Manual Entry*** button, then enter the ***Cost*** of 1,000 sheets 8-1/2x11 in all three brackets.

- When you're done, click OK. The window will stay open, ready to accept another color or the next Buy-it paper to be entered. At the end of the session, click the Exit button to close the window.

Adding Another Color

- In the paper entry window (still open), enter the next ***Color*** and your ***Costs*** for that color.
- Click OK to save the color.
- Either repeat step one to add another color, or click the Exit button to close the window.

What the Buttons do

Clicking the ***Manual Entry*** button makes all cost fields available for manual entry.

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Clicking the ***Auto-Price*** button speeds things up because you need to enter just one value - your paper cost in the full carton bracket. Costs in the other two brackets are automatically recalculated to common defaults. Because the program has no way of knowing what's in your vendor's price book, these costs are estimates. Likely to be good enough for 500 letterheads but not for 10,000 catalog sheets.

Clicking the ***One-Price*** button ignores brackets and applies the full carton price regardless of quantity. There could still be a price difference, but if there is, it's due to sliding-scale markups in My Store. For instance, a 25% markup for a full carton and 30% for less than that.

Clicking the ***Delete*** button will delete the item highlighted in the black panel. Clicking the ***Zoom*** button will display it.

14.4 Fastpricing Buy-it Paper

Keeping your paper prices up-to-date is, well, housecleaning - tidying up and getting rid of cobwebs. Not something we look forward to when we get up in the morning. But with paper playing such a large role in most printing projects, unavoidably necessary.

It's *almost* fun with in-Stock. Here all colors are priced the same, confining the update to just two entries, one for white, one for color. Done in no time.

In the Buy-it paper file, different approach. There each color gets its own price tag to accommodate separate price levels the mill might be using (and usually does use) for light and dark colors. Those tags all need to be updated one at a time. It makes your pricing more granular, but price updates more time-consuming.

We can help with that. Here is how you can make short thrift of updating your Buy-it paper prices:

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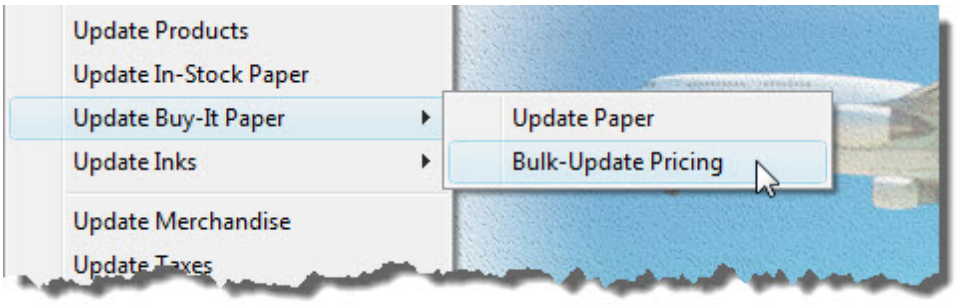
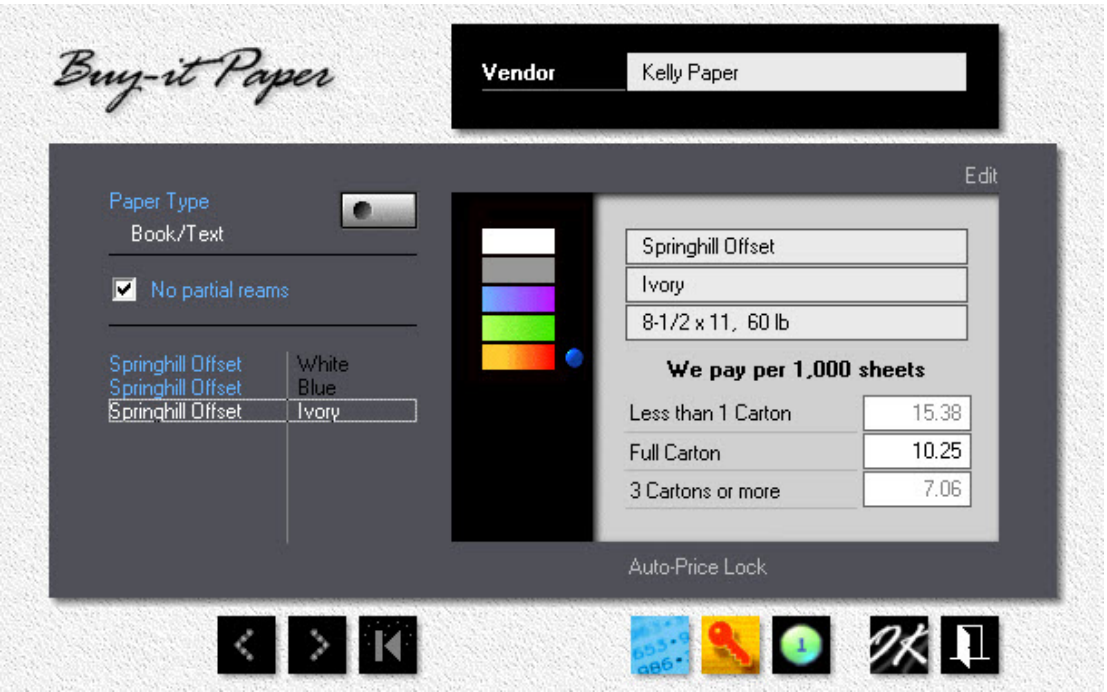


- From the main menu, go to ***File > Update Buy-It Paper > Bulk-Update Pricing.***
- Click the ***Paper Type*** button to select what you want to update.
- Enter your new costs, then click OK. This will save your entry and advance the highlight bar.

Note:

In the next window, the only entries you can change are costs, pricing method (manual, auto-price, one-price), and whether to allow partial reams. To edit other Buy-it properties, go to My Store.



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14.5 Saving Custom Paper

Custom paper is paper you create on demand when you have nothing on file to choose from. You create it by "customizing" an item you do have, in either your in-Stock or Buy-it paper file.

Custom paper is generally a one-of affair. There's no file available to save it in and none is needed, because all the information is saved as part of the quote or order. But what if you wanted to park this custom spec'd paper somewhere anyway because it might come up again? Easily done. Click the piggy bank button to make it one of your regular Buy-it papers.

Could pricing by weight present a problem? If you recall, Buy-it paper must be priced per 1,000 sheets. Naw, we're good. If the Custom paper is sold by the pound or kilo, Morning Flight will quietly convert each cost entry to its 1,000 sheet equivalent. Not for the quote you're working on, just for the Buy-it file.

Step-by-Step

- Click the ***F3 button,*** then select a paper either from your in-Stock or Buy-it file that comes close to what you need. If you can't find one, go to step two. You can always build Custom paper from scratch, you don't need a base item to inherit from.
- Click the button to the right of the F3 button, then configure and price the paper.

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Click the ***Piggy Bank*** button before you click OK to save the paper as a regular Buy-it item.

Click the ***Import*** button to retrieve a Buy-it paper, to use as is or as a base for customization.

14.6 Changing Carbonless Colors

On quotes for pre-collated carbonless forms, Morning Flight automatically selects in-Stock paper to match. To make that possible, the program comes preloaded with five carbonless paper sets in the most common sequence of colors. Common in the U.S., that is. Your standard color sequences for the five pre-collated sets may vary. Here is how to change colors:

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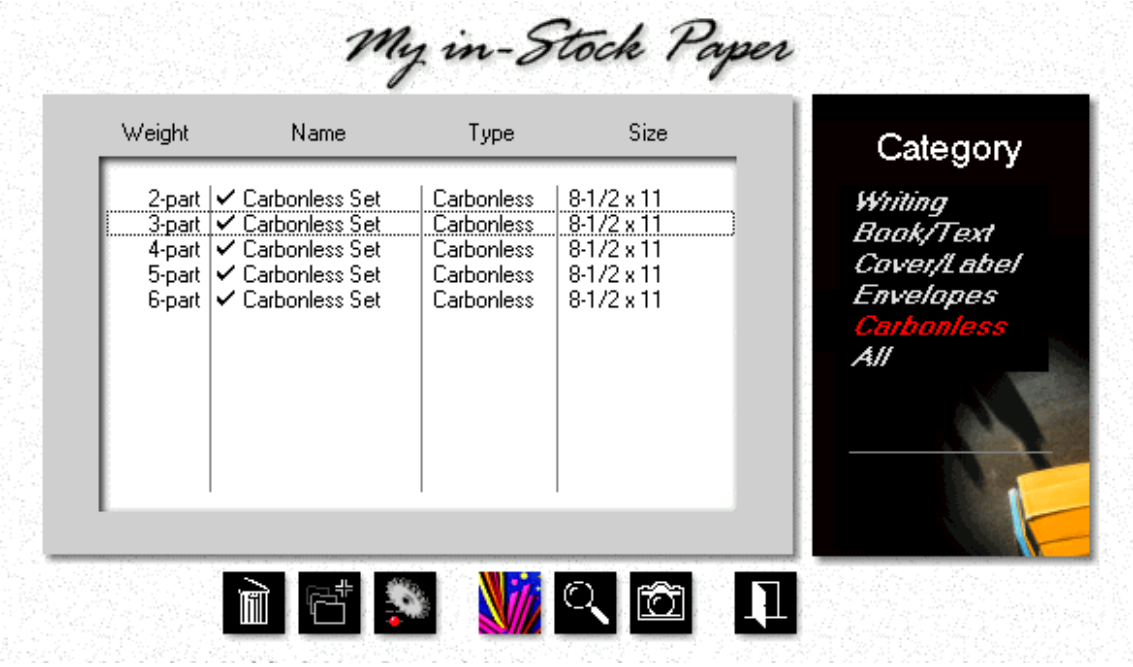

Click the ***My Store*** button, then click ***My in-Stock Paper***.

- In the black panel, click ***Carbonless***.

Place the highlight bar over the item you want to change, then click the ***Colors*** button.

- To change the color of the bottom sheet in a 3-part set to blue, click the third ***Radio*** button, then click ***Blue*** in the list on the left.

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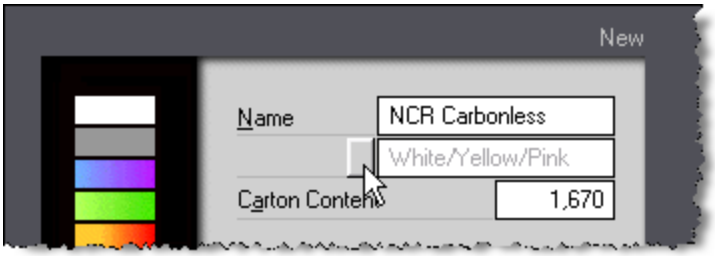
Non in-Stock Paper

To change the color sequence for Buy-it paper, click the button next to the color field.



14.7 The Case for Inventory

Printing is a price-driven industry. Looking for an unfair advantage? Look no further than in-stock paper. Carefully selected, then ordered in full cartons and always priced that way, in-Stock can give you a significant competitive edge. The fact that it's generally on hand for quick delivery just puts icing on the cake.

Say you want to sell letterheads and envelopes for less than what your competitors are selling them. The most popular paper for stationery in your area is *Camelot* in

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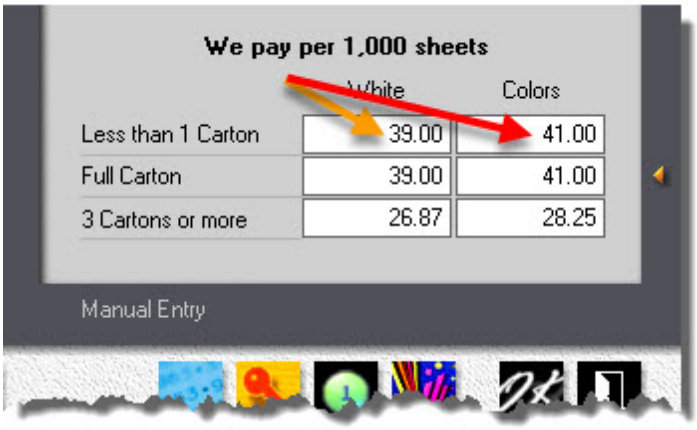
white and a couple of off-white colors. Here's the rub: The average quantity on the orders you're getting is less than 5,000. Much less in some cases. More like 500.

That's classic full carton territory. The way to undercut the competition is to add *Camelot* in the most popular colors to your in-Stock paper list, always buy those colors in full cartons, then enter "full carton" bracket costs into the "less than 1 carton" entry fields and pass the savings on to your customers.



Of course, having the lower price, that's just the beginning. Making your customers aware that you have the lower price, that's when the plan comes together and brings results. As it did years ago with our *Great Instant Paper Caper*, a Unitac promotional campaign when we still ran a retail print shop.

The Great Instant Paper Caper

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And, like most good ideas, this one is simple. Most printers wait for the job to come in, then order the paper. That looked peculiar to us from the very beginning, having read that 91% of all printing paper is specified by the printer anyway, and having learned early on that the penalties for buying paper piecemeal can be enormous.

For instance, while the usual press run is under 3,000, even the smallest carton holds 5,000 sheets. Orders for less than that can draw a surcharge of 100% ... One Hundred Percent! That's double, in round numbers, and in effect makes the cost of buying half a carton exactly the same as buying a full one. So it boils down to this. Either we buy half a carton and pay for a full one, or we buy a full carton and hoard what's left over and before we know it we're up to our dimples in old paper.

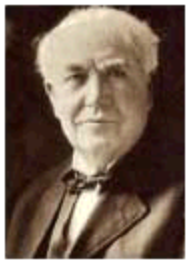
Comes now our Instant Paper Caper. The secret? Make a list of the most asked for brands and colors, always buy those brands in full cartons ... and then get bigger shelves! True, our caper does tie up money in inventory, but that's a small price to pay when you look at the dividends:

No Penalties for Broken Cartons. Not when you order 2,000 of our in-stock house sheets, not when you need just a few hundred. The money we save by buying paper in full cartons, you save too.

No Excuses about having to wait for the Paper. Because at Unitac, the paper will be waiting for you. Tons of it, from plain bonds to fancy texts, in a whole rainbow of attractive colors.

No Over-Runs to allow for spoilage. When the job develops a few wrinkles, we can go to the shelf for more paper. What we don't need we can put back. This means at Unitac, when you order 10,000 flyers, you'll get 10,000 flyers, not 5% over or under as is trade custom.

"There is a way to do it better. Find it."



T.A.E.

Thomas Alva Edison would have been pleased.

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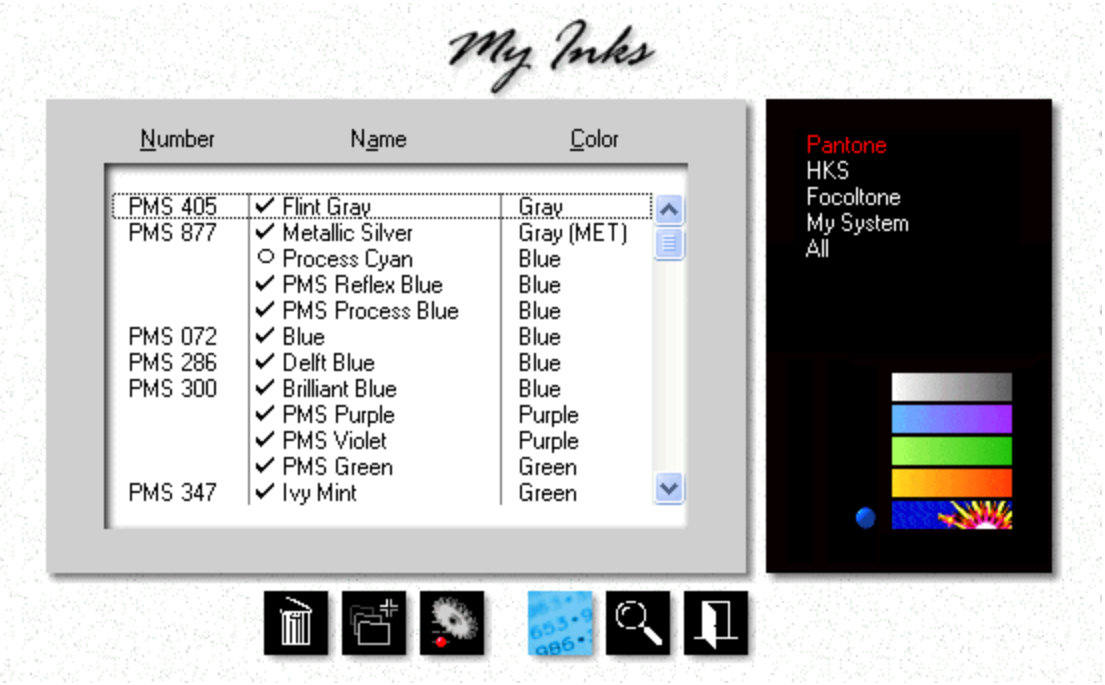
15 Managing your Inks

15.1 Updating Inks

This topic describes how to add or update in-house and special mix inks. In-house inks are inks you either buy ready-mixed or mix yourself, then offer them without charging for the mixing. Special mix inks, the second variety, always carry a mixing charge. Doesn't matter whether you mix them yourself or pay the vendor to mix them for you.

Both in-house and special mix inks can be included in My Inks. Unless you offer a free wash-up during so-called *Color Days,* all inks also carry a wash-up charge. With in-house inks, the customer only pays for the wash-up. With special mix inks, you're charging for the wash-up *plus* the mixing.



Click the ***My Shop*** button, then click ***My Prepress,*** then ***My Inks.***.

- The ink selection window will default to the ***Ink System*** (Pantone, HKS, Focoltone) in use for your country. To see all inks, click ***All*** in the black panel.

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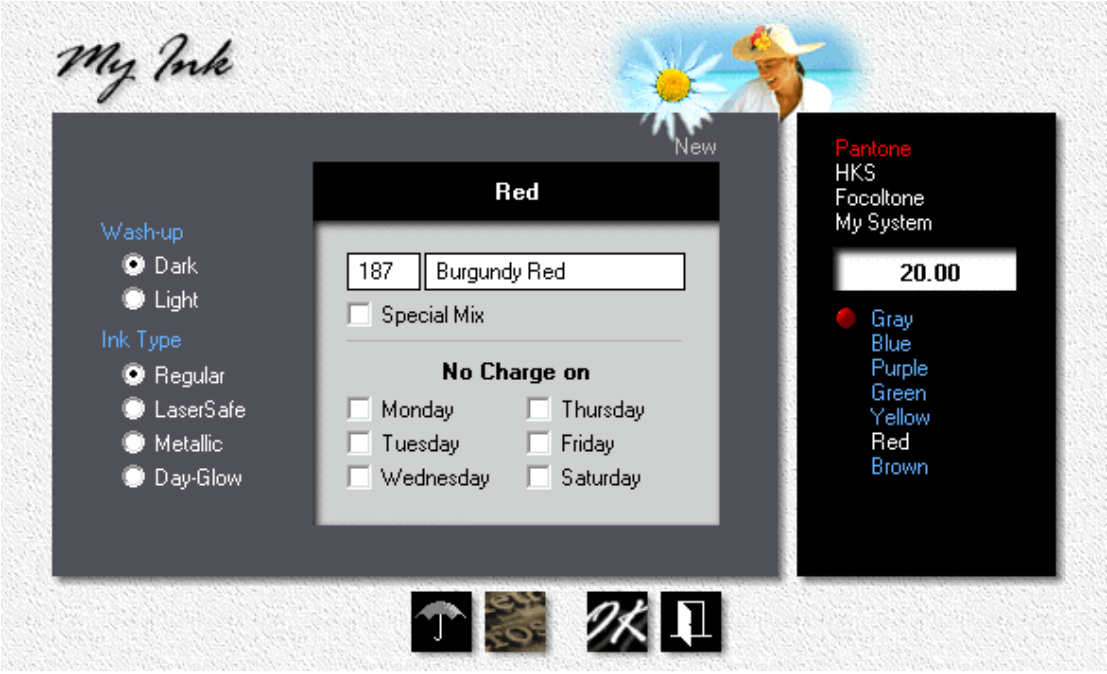
- To restrict the display of colors to a specific ***Color Group***, click the appropriate color bar.

Click either the ***Add*** button to create a new ink, or the ***Update*** button to edit an existing one. For this demo, we'll add a new ink, PMS 187, to our in-house list.

Note:

Morning Flight is shipped with both mandatory and standard ink colors. The mandatory colors - White, Process Yellow, Process Magenta, and Process Cyan - are marked with an open circle. Standard colors will show either a check mark if they're active, or a red bullet if they're not. The only difference between standard colors and colors you add yourself is that standard colors are deactivated, the colors you add are deleted.



- Enter ***PMS 187, Burgundy Red***. Because we're adding this as an in-house ink, we'll leave the ***Special Mix*** box unchecked. Leaving the box unchecked doesn't mean we won't have to mix the ink. In fact, we probably do, but the program will quote the ink at the pre-mixed price.

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Note:

Although both the ink number and the ink name are optional, you'll need one of them to identify the ink. To illustrate, "PMS Reflex Blue" is Ok without a number, and PMS 187 is Ok without the name "Burgundy Red."

- Select ***Wash-up***, ***Ink Type***, and the appropriate ***Color Group***. With the Pantone system, Morning Flight generally knows what the color is from the PMS number, and whether it requires a light or a dark wash-up. Still, check to make sure.
- Some printers have "Color Days" (*if it's Tuesday, it must be PMS 300*). This doesn't affect quoting, because you rarely know in advance on which day the order will be placed. But it will affect job entry in Morning Flight Gold. If you advertise color days and want to plan ahead, check the appropriate boxes. With all six boxes checked, there is no charge for that ink, ever. Not in orders, not in estimates.

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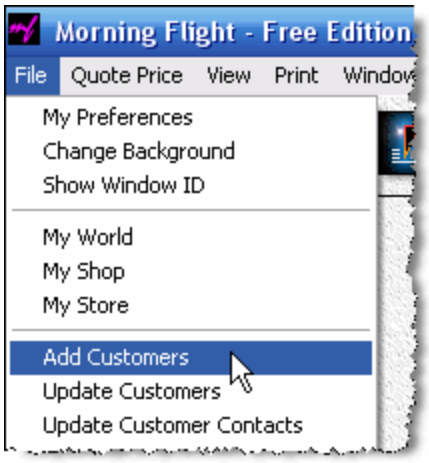
16 Managing your Customers

16.1 Adding New Customers

Technically, saying we're "adding a new customer" can be somewhat of a misnomer. Customers are people who've bought things, people who have placed orders. People who ask for quotes we ought to call prospects.



Then again, this probably isn't your first day in business. You're likely to have real customers, regardless of the distinction the program makes internally.

This topic describes the quickest way to integrate those customers into Morning Flight.

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- From the main menu, go to ***File > Add Customers***.
- Enter the customer's ***Name***, ***Address***, and ***Contact*** information.
- Click the ***icon*** (or the box to the right of it) to enter the contact as male or female.
- Click "Informal/Formal" to the left of the icon to change the salutation.

  Note:
  If there is more than one contact, you'll be able to add them later. The contact you'll want to enter here is the one you're working with most often.

- To enter payment terms, click the ***Payment*** button.
- To enter the tax rate, click the ***Tax District*** button.

  Note:
  Neither payment terms nor tax rates are used in the Free Edition of Morning Flight. However, all editions use the same customer file. The payment and tax information you enter here will be needed later if you decide to upgrade and add job entry and invoicing.

When you're done, click OK. The window stays open, ready for the next customer to be entered. At the end of the session, click the exit button to close the window.

The last customer entered is shown under previous additions. To delete a customer in that list (and also from the customer file), place the highlight bar over the entry, then click the trash can.

To zoom in on a previously entered customer, click the camera button.

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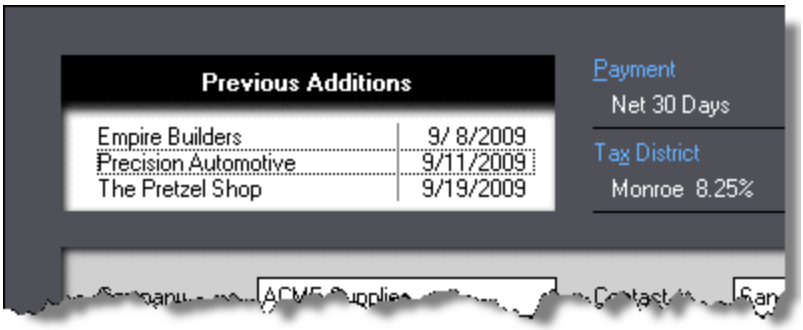

16.2 Updating a Customer

This topic describes how to add or update customers. The customer file is without question the most heavily used file in any kind of business system. It's also the most fluid, the file with the most changes. That's why, in Morning Flight, you can add or update customers *on the run.* Virtually every customer selection window comes with its own add and update buttons.

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Step by Step

Click the ***My Store*** button, then click ***My Customers***.

Click either the ***Add*** button to add a new customer, or the ***Update*** button to edit an existing one. For this demo, we'll add a new customer.

- Enter the Company ***Name*** and ***Address***.
- If necessary, click the ***Country*** button, then select the customer's country.
- Click the ***Contact*** tab.

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- Enter the main contact's ***Name*** and profile.

  Note:
  If there is more than one contact, you'll be able to add them later. The contact you'll want to enter here is the one you work with most often.

- To change the salutation from *Dear Ms. Baker* to *Dear Tina,* from formal to informal, click the ***Salutation*** button, then check the "Informal" box. To only change ***Gender***, click the icon in the black panel.

- Click the ***Terms*** tab.

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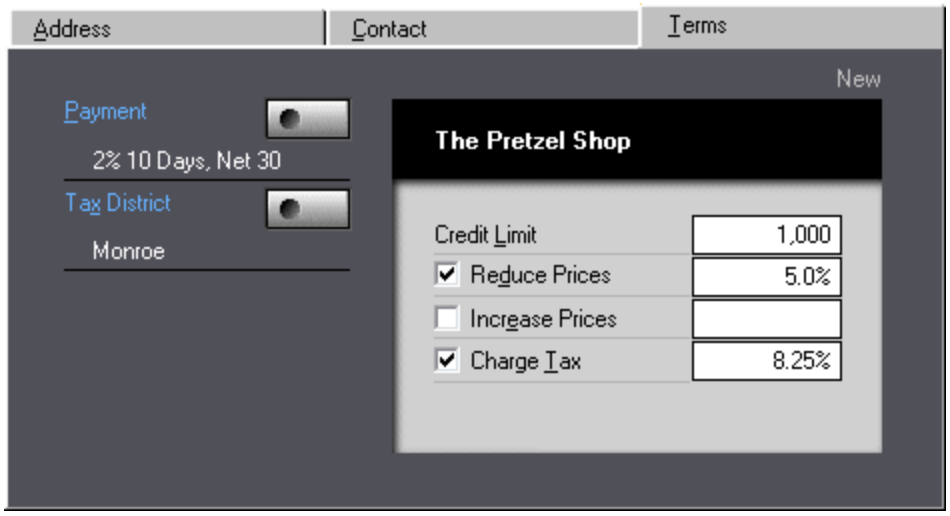

- We might be getting free pretzels now and then, so we'll check the ***Reduce Prices*** box and enter a 5% courtesy discount. Keep in mind that only quote sheets, estimates, and invoices reflect discounts or surcharges. Price sheets and time sheets always show the actual prices calculated by Morning Flight.
- To change payment terms for the Pretzel Shop, click the ***Payment*** button.

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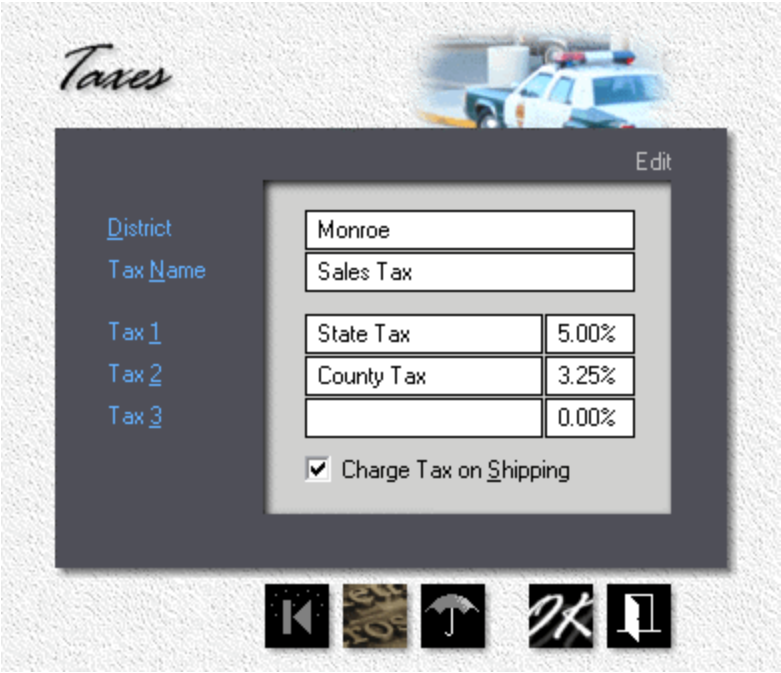
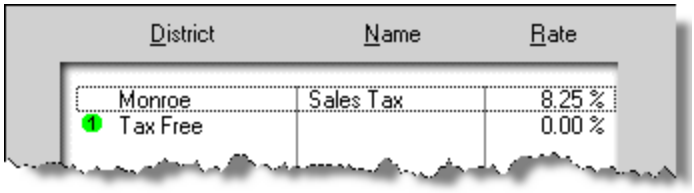
- To change the Pretzel Shop's tax district, click the ***Tax District*** button. If ***Charge Tax*** is checked, Morning Flight will automatically add the combined tax rate (State tax + County tax in the example below) to the invoice amount.



Note:

If you're not collecting tax because a customer is tax-exempt, uncheck the "Charge Tax" box under terms. If you're not collecting it because the customer is out of state, change the tax district to "Tax Free" instead.



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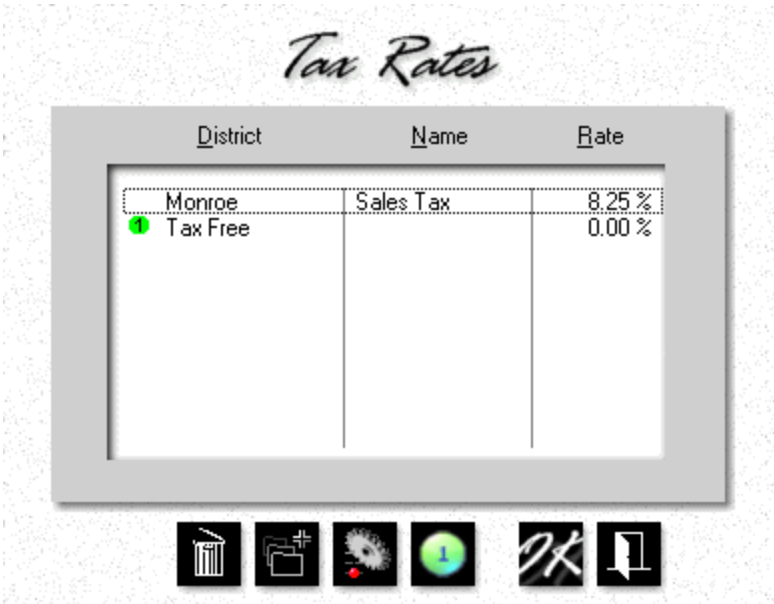
16.3 Updating Taxes

Before sales tax (or VAT) can be charged, it's necessary to first set up a tax district. This topic describes how to add or update tax districts and the corresponding tax rates.

Taxes rarely need updating. Actually, you don't use them at all when making quotes. On estimates, Morning Flight excludes local taxes and instead states under remarks that "these prices do not include sales tax." The only reason taxes are included in the Silver Edition is because all editions use the same data files. Setting up taxes now will save you from having to update each customer later, one at a time, when you decide to upgrade to the Pixelblitz or Gold for job entry and invoicing.



- From the main menu, select ***File > Update Taxes***.

Click either the ***Add*** button to add a new tax district, or the ***Update*** button to edit an existing one.

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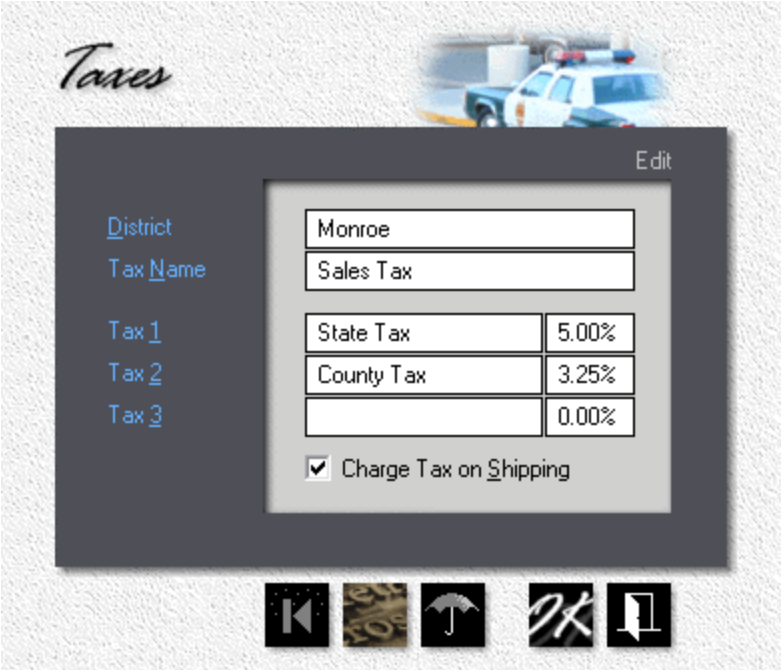
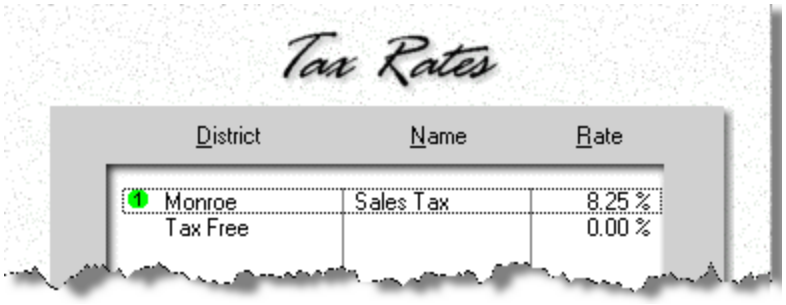


- Enter the new ***Tax District*** and ***Tax Name***. The tax name is what will be displayed on invoices created with the Gold Edition.
- Enter the ***Type of Tax*** and the ***Percentage***. If the district is subject to more than one tax type, invoices will reflect the combined tax rate (State Tax + County Tax in the example).
- If ***Shipping*** is taxable, check the box.
- Click OK to accept and close the tax update window, but don't close the tax selection window just yet.

To make the new tax district your primary (your default) district, place the highlight bar over it, then click the ***Number 1*** button. Now click OK.



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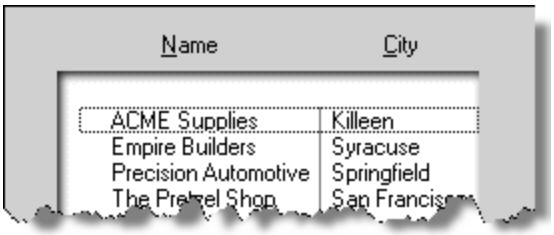
17 Managing your Contacts

17.1 Updating a Contact

This topic describes how to add and update a customer or vendor contact. First, we'll add a new contact for *ACME Supplies,* a customer. The procedure for vendors is nearly identical.

Step by Step

Click the ***My Store*** button, then click ***My Customers***.



- Double-click "ACME Supplies."

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Click the ***Contact*** tab, then click the ***Rolodex*** button at the bottom of the window.

In the contact selection window that opens, click the ***Add*** button.

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- Enter the contact's ***Full Name***. The rest of the information is optional.
- To change the salutation from *Dear Mike* to *Dear Mr. Hamilton,* from informal to formal, click the ***Salutation*** button, then uncheck the "Informal" box. If you only need to change ***Gender***, click the icon in the black panel.

Note:

There is another way to update customer contacts. In the window below, note the menu item "Update Customer Contacts" just above "Update Vendors." Clicking that item will open a selection window where the entire customer contact file becomes available for editing.

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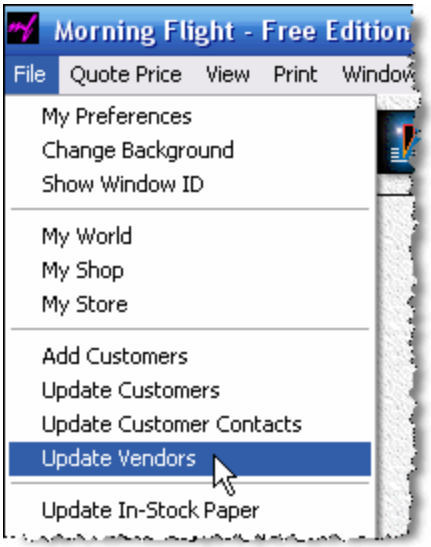
Updating a Vendor Contact



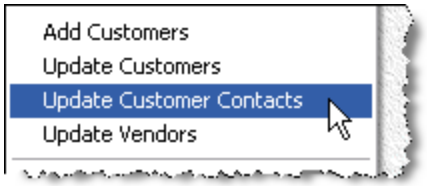
1. From the main menu, click **Update Vendors**.
2. In the selection window that opens, double-click to select the vendor.
3. When the contact window opens, follow the steps outlined earlier for customer contacts.

17.2 Changing the Salutation

This topic describes how to change the title (Ms., Mr.) and salutation (Dear John) of customer contacts.

Step by Step

- From the main menu, select ***File > Update Customer Contacts***.



- In the window that opens, double-click the contact you wish to update.
- In the contact update window, click the ***Salutation*** button.

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- Click the appropriate check boxes for ***Female*** and ***Informal***.
- The three radio buttons next to each other are mainly for use outside of the United States. The button you'll click will decide which of the three names (first, middle, last) will become part of the Salutation.

  Note:
  In many Spanish-speaking countries it's common to find three names on a business card. Sr. Galo Ocampo Aldaca would be addressed in English as Mr. Ocampo, not Mr. Aldaca. Galo is his given name. His father was Mr. Ocampo and his mother was Miss Aldaca before she married. To have the salutation read Dear Sr. Ocampo, you would click the center button.

- If necessary, enter a ***Custom*** salutation and closing statement.

17.3 Adding Notes

This topic describes how to add notes and comments for customer contacts.

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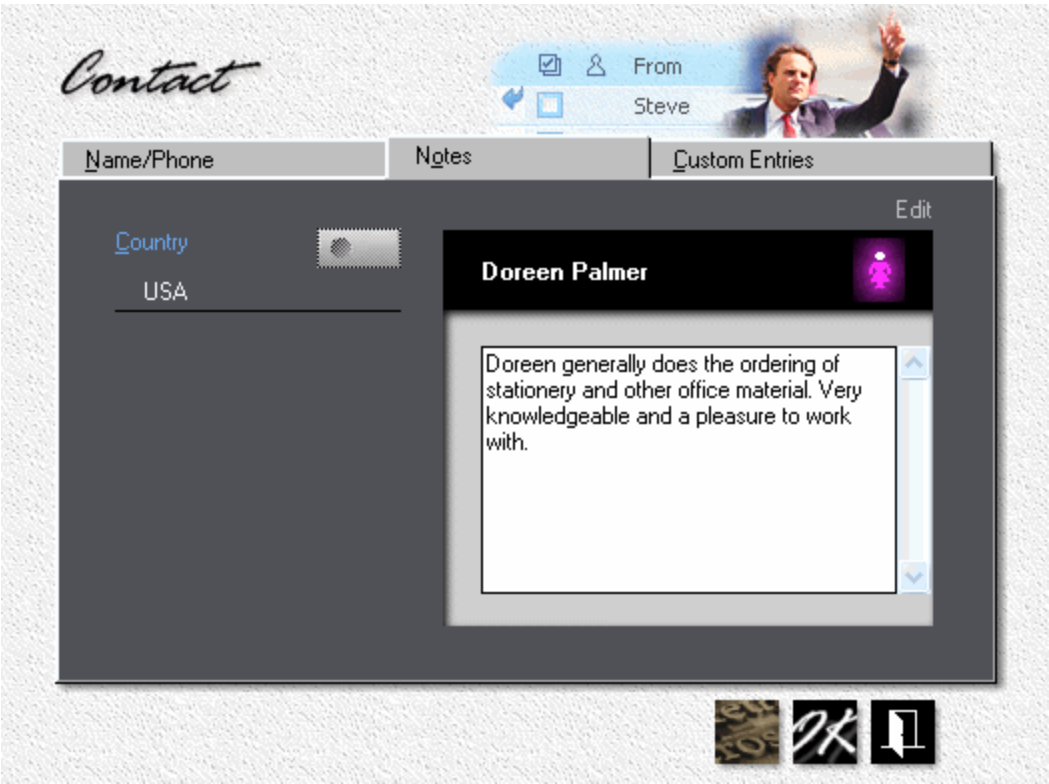
Step by Step

- From the main menu, select ***File > Update Customer Contacts***.

- In the window that opens, double-click the contact you wish to update.
- In the contact update window, click the ***Notes*** tab.



- Enter any notes and comments.
- Click the ***Custom Entries*** tab, then click the ***My Entries*** button.
- In the window that opens, enter "Birthday" in the left entry box on line 1.

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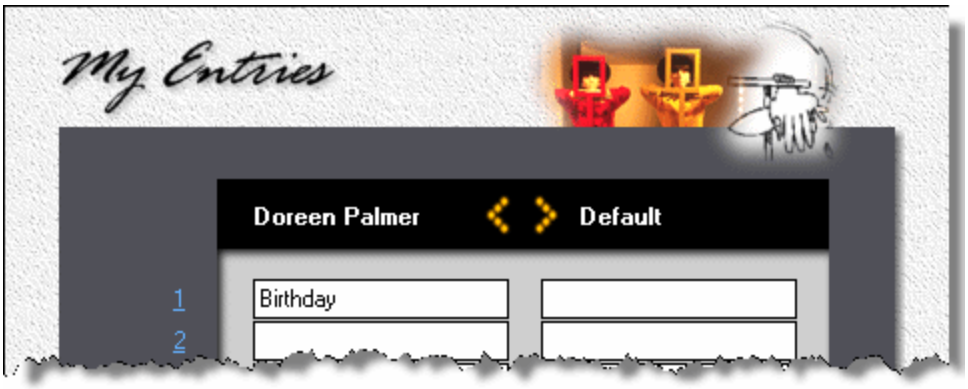
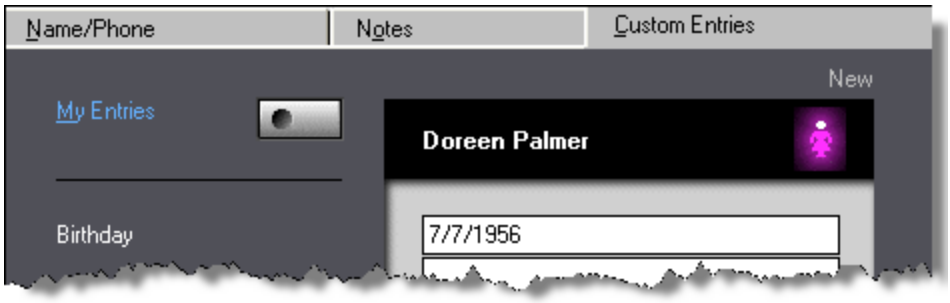


- Click OK to close the *My Entries* window.
- Back in the contact update window, enter Doreen's birthday. All custom entries are optional.



Working with Custom Entries

Custom entries are various bits and pieces of information about each contact that you may want to keep track of. Such entries can be custom tailored for each contact, but are usually universal descriptions you set up in advance and make available as defaults for other contacts.

You can enter and update these defaults whenever the "My Entries" window is open.

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- To copy and paste your universal default descriptions on the right into *My Entries* for Doreen on the left, click the left arrow.
- To copy and paste *My Entries* for Doreen on the left into your default descriptions on the right, click the right arrow. That will change your universal defaults to match the descriptions set up for Doreen.

Note:

Default descriptions don't cascade through your contact file. Whatever descriptions you have already entered for a particular contact will remain unchanged when you change the defaults. The only function of defaults is to present you with a convenient, predefined set of descriptions that will make it easier to add or update a contact. You can import these defaults and use them as is, or import and then customize or delete them.

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18 Writing Memos

18.1 Writing a Memo

What can the Morning Flight memo writer do that your word processor can't? For openers, it can access your customer and contact file. That means you can compose, fax and e-mail a memo from within the program ... in under a minute. *"Dear Jennifer, Thank you for your inquiry. Our quotation is attached. Please call me with questions,"* or something along those lines.

Often though, that's enough. A short but quick response is almost always better than no response. And even a canned, boiler-plate note will get you more customer satisfaction than all those meticulously crafted e-mails you meant to send but never got around to.

Step One

Before you can write a memo to someone, that someone has to be in your contact list. Already have contacts on file? Skip step one and go to step two. Otherwise, let's add a fictitious Jennifer Jones at an equally fictitious ACME Supplies company. Remember to delete both after we're done writing this memo.

From the main menu**,** click the ***My Store*** button.

- Click the ***My Customers*** button.

Click the ***Add*** button and enter "ACME Supplies" as the customer.

- Click the ***Contact*** tab and copy the information from the screen below. Make sure the salutation is "Dear Jennifer" and that Jennifer is listed as female. Otherwise, click the salutations button and make the corrections. For help, see "Changing the Salutation".

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Step Two

The whole idea behind the memo writer is speed, so rather than compose each memo from scratch, we'll build a small library of memo clips. See "Making Memo Clips" for instructions. Here are the three clips we'll need. Replace 555-2643 in clip two with your own phone number.

1. *Thank you for your inquiry. Our quotation is attached. Prices are valid for 30 days and do not include sales tax. We estimate that delivery could be made within 3-5 working days after receipt of your order.*
2. *Please call me at 555-2643 with any questions. I hope we can be of service.*
3. *A closing statement (with your own name, title and company), formatted as shown below.*

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Step Three

If your company information already exists, skip this step and go to *Writing the Memo.*

From the main menu**,** click the ***My World*** button.

- Click the ***My Company*** button and enter your own company name, address, and phone number.
- Click the ***My Preferences*** button, then click the ***My User Account*** button and enter your personal profile.

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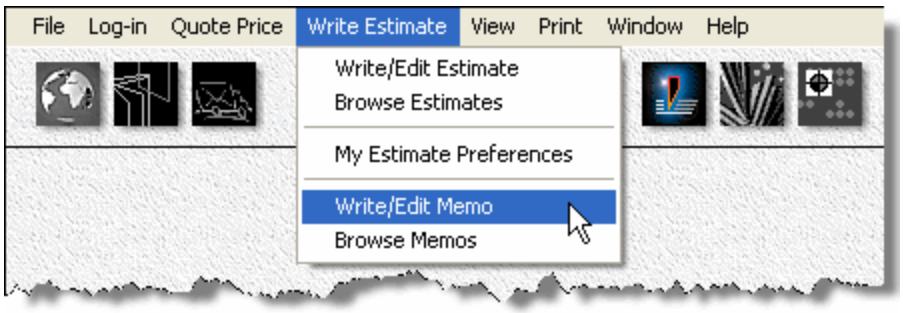
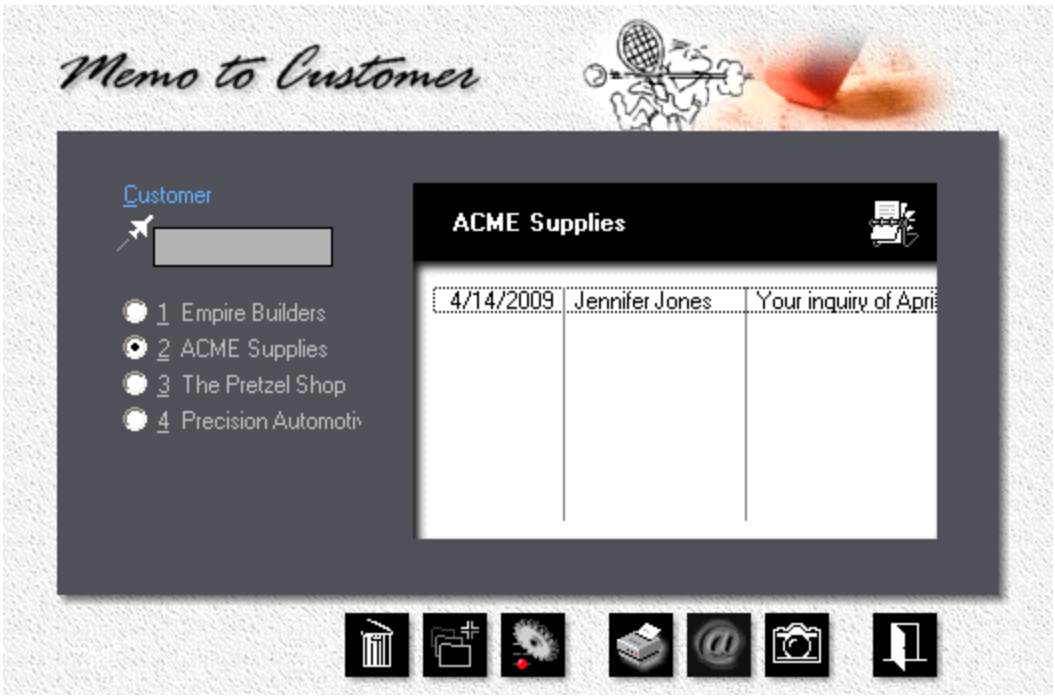
Writing the Memo

It took us a while to get here, but luckily, the first three steps are strictly *make ready,* one time only. With those out of the way, writing the actual memo takes less than a minute.

- From the main menu**,** select ***Write Estimate > Write/Edit Memo***.





In the black panel above, click the ***Rolodex*** button to select the customer.

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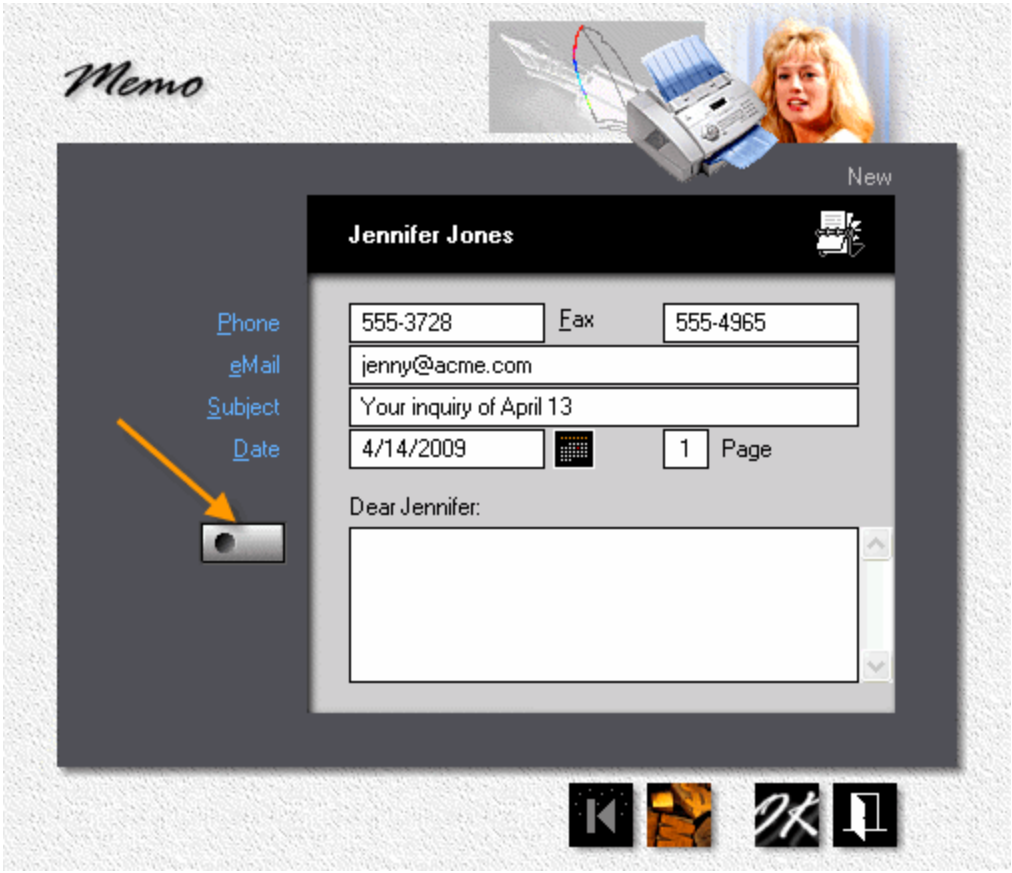
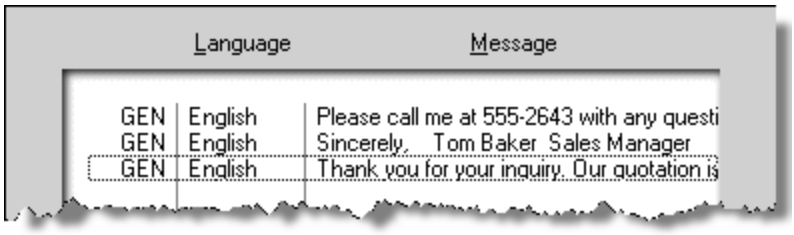
Click either the ***Add*** button to create a new memo, or the ***Update*** button to edit an existing one.

the window that opens, click the ***Rolodex*** button to select Jennifer.



- Click the ***Text*** button pointed to by the arrow.
- In the window that opens, double-click "Thank you for your inquiry ..."



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- Click the ***Text*** button in the memo window for a second time.
- Select, but don't double-click, "Please call me ...

Click the ***Copy to Clipboard*** button. Now position the cursor after "your order" in the text box, press the ***Enter*** key twice, then press ***Ctrl-V*** to paste the second memo clip next to the first clip. Repeat steps six through eight for the closing statement ("Sincerely"), then press OK.

If this particular combination of clips is something you need regularly, save them as a group. Now you need to press the text button just once. And if the text in the text box isn't exactly what you would like it to say, you can edit it without having to change the original clip. Hard carriage returns (when you press the Enter Key) are preserved in memo clips. Note the extra line space between "Sincerely" and "Tom Baker" in our example.

The Result

Click the camera button in the memo browse window to view the memo.

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DATE:	4/14/2009
TO:	Ms. Jennifer Jones
	ACME Supplies
PHONE:	555-3728
FAX:	555-4965
FROM:	Tom Baker
PHONE:	
FAX:	
SUBJECT:	Your Inquiry of April 13
PAGES:	1 Including this page

Dear Jennifer:

Thank you for your inquiry. Our quotation is attached. Prices are valid for 30 days and do not include sales tax. We estimate that delivery could be made within 3-5 working days after receipt of your order.

Please call me at 555-2643 with any questions. I hope we can be of service.

Sincerely,

Tom Baker
Sales Manager

18.2 Adding your Logo

Here is the shortest topic in the whole book. Want to have your logo show up on the memos you write? Save a picture of it as "MyLogo.gif" or "MyLogo.bmp" in your Morning Flight directory (C:\Program Files\Printfire\MorningFlight by default). The logo you see here is 120x60 pixels, but you can make it any size that will fit. It will have to be either a .GIF or a .BMP - no JPG's or TIF's allowed.

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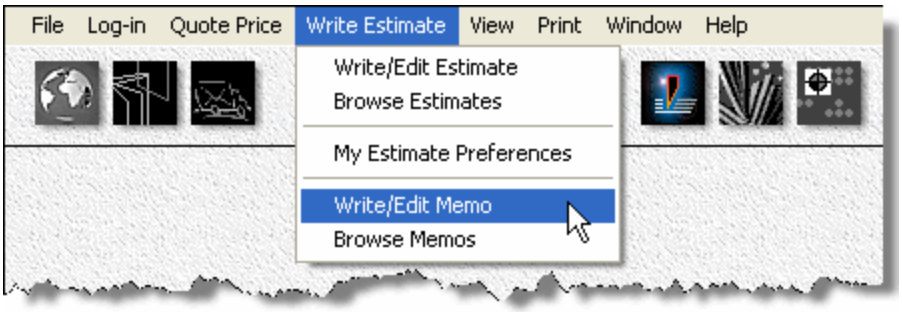
18.3 e-Mailing a Memo

This topic describes how to e-mail a memo to a customer contact. More specifically, to a customer contact with an e-mail address. No address, no e-mail. Browsers are pigheaded that way. When you think about it, so is the Postal Service. And UPS, FedEx ...

Step by Step

- From the main menu**,** select ***Write Estimate > Write/Edit Memo***.



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Click the ***Rolodex*** button and select the customer.

- Highlight the memo you want to e-mail. If the memo was written to a contact with an e-mail address, the "@" button at the bottom of the memo browse window will light up. If it doesn't, it's either because no memo has been selected yet (no highlight bar in the browse box), or the browse box is empty.

Click the ***e-Mail*** button. This will copy the memo to the Windows clipboard and open your e-mail program (such as Outlook or Thunderbird) with the contact's e-mail address filled in.

- Place the cursor in the message area of your e-mail program and press ***Ctrl-V*** to paste the memo. You may want to add a reference in the *Subject* line and make any changes or additional comments before you click the send button.

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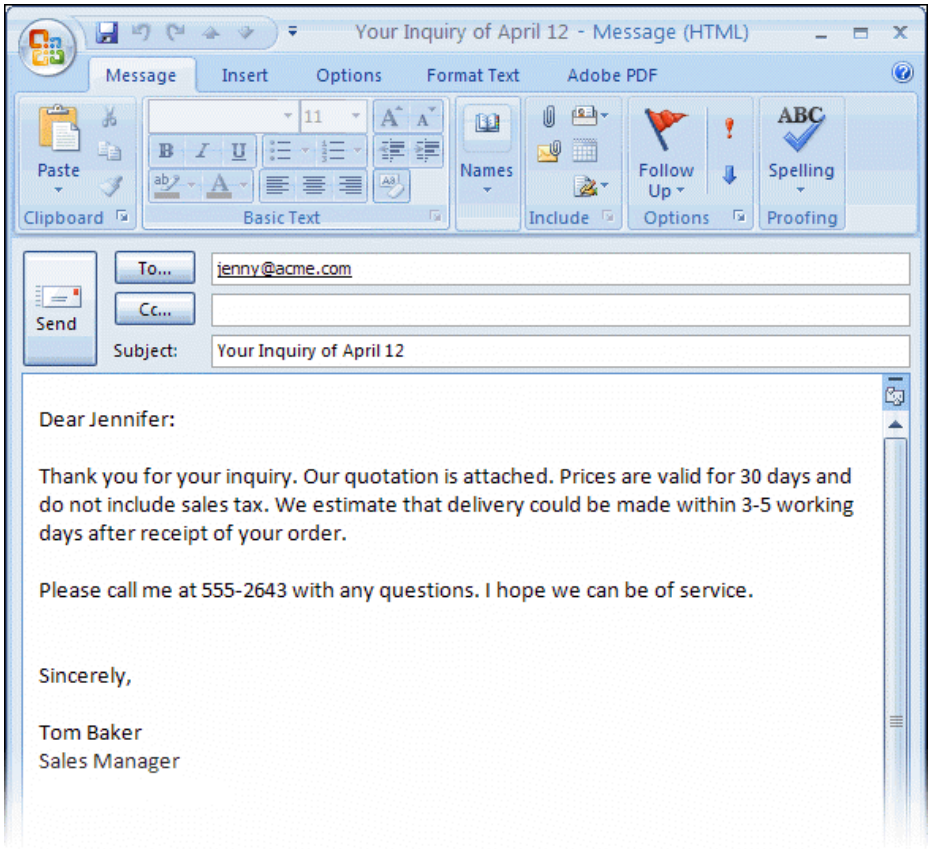

18.4 Making Memo Clips

With names, phone numbers, and e-mail addresses of your contacts readily available in Morning Flight, why load a word processor just to write a short memo? Take it one step further: Store common phrases as memo clips, then use them to build routine messages, often without having to resort to the keyboard.

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Adding or Updating

In the Gold and Pixelblitz editions, click the Flight Engineer button (F-11). Otherwise, go to the main menu and select ***File > Translate > Memo Clips***.

- In the black panel of the memo clip window, select your ***Language***.

Click the ***Add*** button to add a new memo clip, or the ***Update*** button to edit an existing one.

Note:

Memo clips marked with an empty circle are mandatory and can't be deleted. EST means the clip was created from within the Estimate writer. ORD, INV, and GEN represent Order, Invoice, and General categories.

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19 International

19.1 Translating the Program

Thanks to Morning Flight's built-in translator, printers in Holland, Denmark, Greece - any country where English, French, German, Italian, Portuguese, or Spanish isn't the native language - can customize the program to suit their needs. What's more, they can profit from their work by making the generated translation file available, for a fee, to other printers. If you have a custom "My Language" file, please let us know and we'll announce it on the Morning Flight Forum.

Note:

Except for English and German, all built-in languages are works in progress. We're translating the program one section at a time, beginning with what's on the main screens and printed estimates. With that in mind, it wouldn't make sense to create a "My Language" file for any of the six languages that are already built in.

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Step One

1. From the main menu, click the ***My World*** button.
2. Click the ***My Country*** button.
3. Place the highlight bar over your country, then click the ***Update*** button. If your country isn't listed, place the highlight bar over a country with an address format similar to yours, then click the ***Add*** button to add your country.
4. Click the ***Language*** button, then select "My Language" and click OK. Close the rest of the open windows with OK as well.

Step Two

1. From the main menu, select ***File > Translate > Morning Flight***.
2. Translate the English word or phrase displayed in the left column and enter it in the right column. Make sure the length, including blank spaces, doesn't exceed 40 characters. If the text you're translating is for a window, check the results. There may not always be space for 40 characters on the screen.
3. When you're done with the page you're working on, click the ***Check*** button. If there is a red bullet next to the Rolodex button, it means the page hasn't been translated yet. Clicking the check button will mark the page as either done or incomplete.
4. Click the ***up*** or ***down arrow*** (or press PgUp or PgDn) to turn the page. Turning the page automatically saves the changes.
5. To select a new page, click the ***Rolodex*** button. In the selection window that opens, the red bullet tells you which pages are done and which still need work.

Note the window number 2003B in the blue frame below. The display of window numbers is triggered by opening the translator. That way you'll know which

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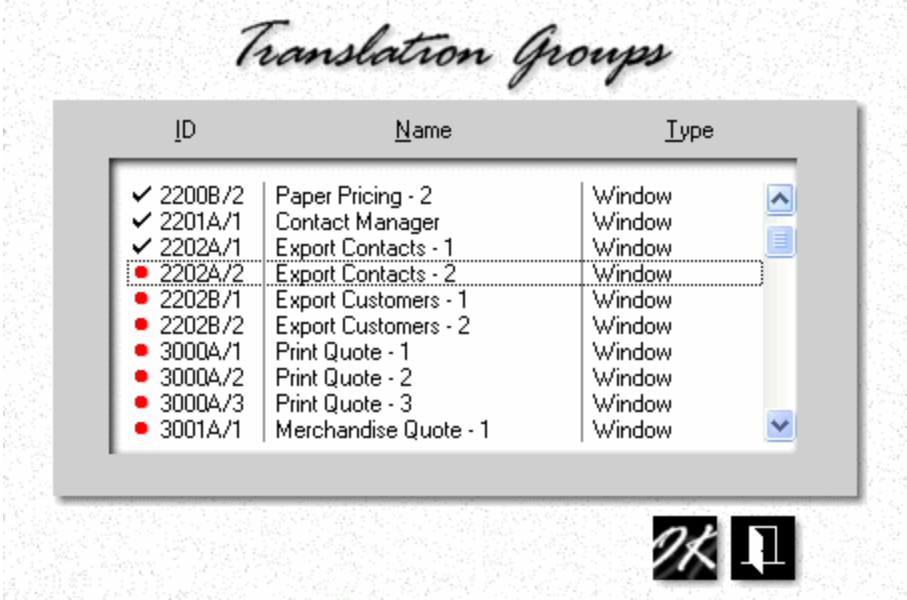
window you're translating. The numbers can be switched on or off without opening the translator by selecting File > Show Window ID.



The Results

The name of the generated translation file is **RSMFile.TPS**. You'll find it in the Morning Flight application directory (C:\Program Files\PrintFire\MorningFlight by default). To install the translated file on a different computer, find the directory into which Morning Flight was installed, then override the original RSMFile.TPS there.

19.2 Translating Content

This topic describes how to translate memo clips and salutations, and the names of products, paper items, ink colors, and *My Things.* While Morning Flight's built-in program translator lets you convert what you see on your monitor, here you're able to translate what your customers will see on your quotes and estimates.

What are "*My Things?"* User-defined prepress, postpress, and packaging.

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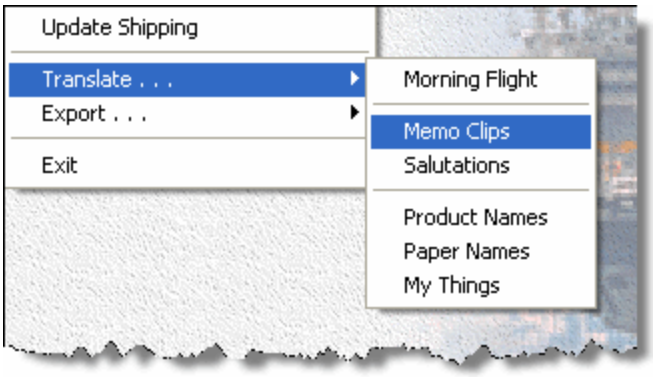
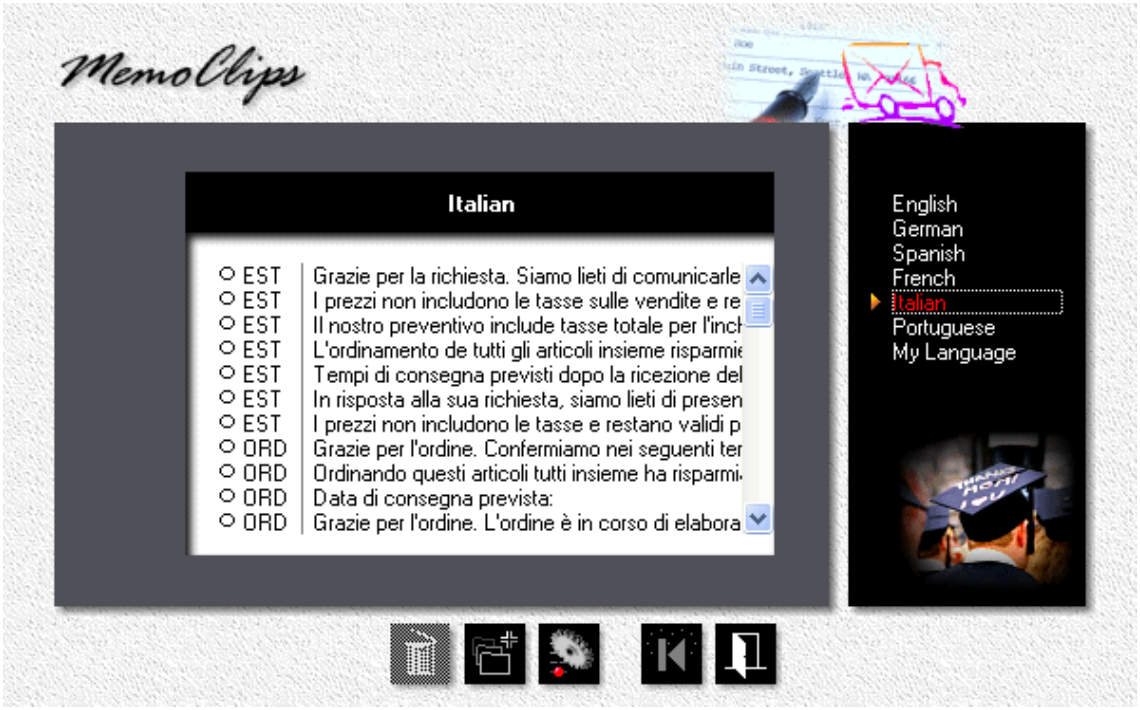


Memo Clips

Stored sentences and paragraphs that can be pasted into estimates, invoices, and memos.



1. From the main menu, select ***File > Translate > Memo Clips***.
2. In the black panel, click to select your ***Language***.

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3. Click the ***Add*** button to add a new memo clip, or the ***Update*** button to edit an existing one.

Note:

Memo clips marked with an empty circle are mandatory and can't be deleted. EST means the clip is used in estimates, INV in invoices, ORD in orders.

Salutations

Titles, greetings, and closing statements (Dear Mr., Sincerely yours, etc.).

1. From the main menu, select ***File > Translate > Salutations***.
2. In the black panel, click to select your ***Language***.
3. Translate male and female ***Titles***, ***Salutations***, and ***Closing Statements***, then click OK.

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Product Names, Paper Names, and Ink Colors

The names of standard products and paper items, and the colors of built-in inks come translated into the six Morning Flight languages (English, French, German, Italian, Portuguese, Spanish). You can use the program's translators to customize those names and colors to your liking. Naturally, in any language, an envelope should still represent an envelope, not a post card or a letterhead.

1. From the main menu, select ***File > Translate > Product Names***.
2. In the black panel, click to select your ***Language***.
3. Translate the English ***Product Name*** displayed in the left column and enter the translated name in the right column.
4. Click the ***up*** or ***down arrow*** (or press PgUp or PgDn) to turn the page. Turning the page automatically saves the changes.
5. Do the same for paper names and ink colors.

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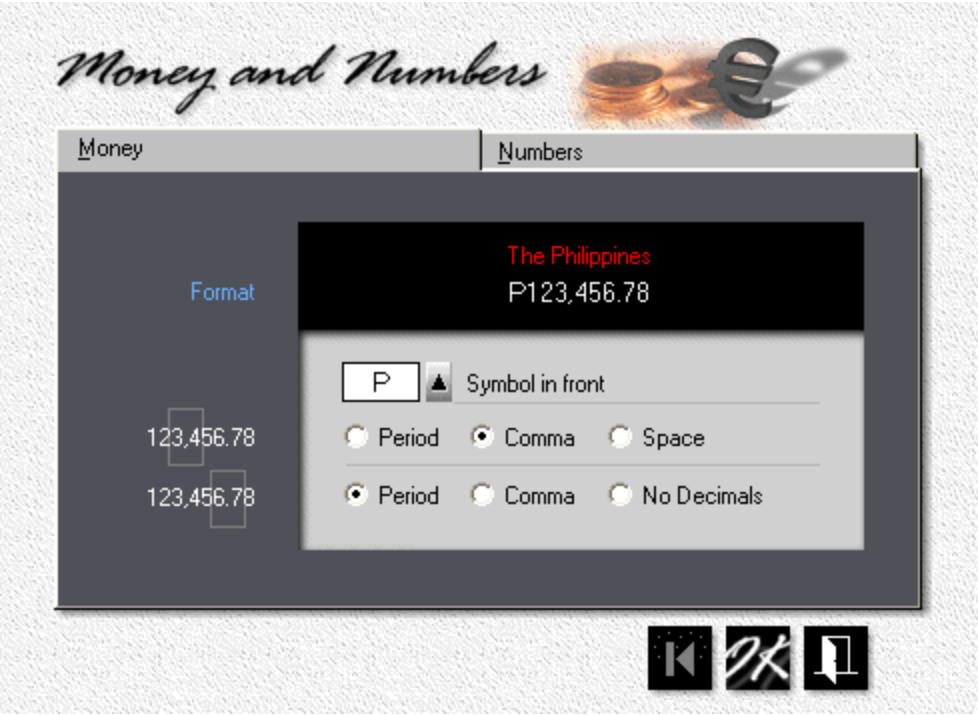
19.3 Money and Numbers

This topic describes how to format currency and numbers.



1. From the main menu, click the ***My World*** button.
2. Press the ***My Country*** button.
3. Place the highlight bar over your country, then click the ***Update*** button.
4. Press the ***Money*** button, then click the appropriate radio buttons to format your currency.
5. Enter your currency symbol, then click the ***up arrow*** to place it either before or after the number, with or without a space.
6. Click the ***Numbers*** tab, then click the appropriate radio buttons to format numbers.

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Note:

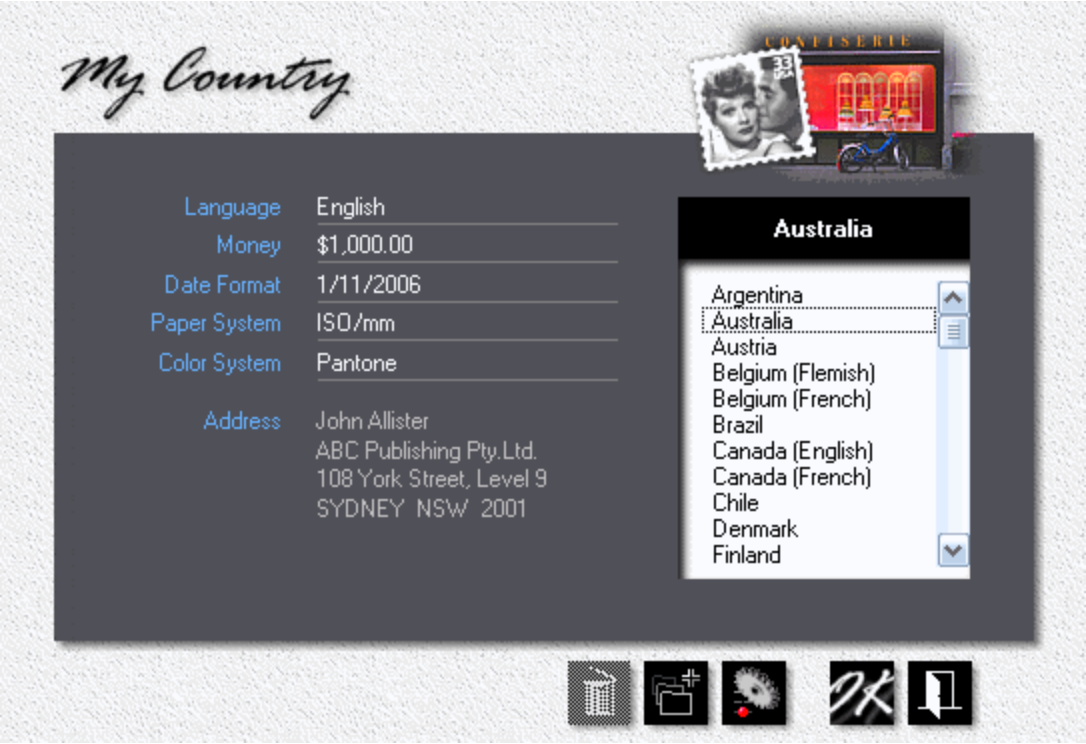
*To enter the symbol €, hold down the **Alt Key** and enter "0128" on your numbers keypad. For £, enter Alt-0163. For ¥, enter Alt-0165. It has to be the numbers keypad, and you do need to type in the leading zero. The number keys at the top of your keyboard won't work.*

19.4 Adding a Country

Last I checked, there were 194 countries on the planet. You'll find profiles for 33 out of those 194 in Morning Flight.

If your country isn't included, this topic will show you how to define the other 161. Or, more accurately, *some* of the other 161. That's because current versions of Morning Flight lack support for Unicode, a double-byte character set that enables computer programs to read and write Chinese, Japanese, Korean, and Thai.

We're not ignoring that part of the world. We just need more time.



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1. From the main menu, click the ***My World*** button.
2. Click the ***My Country*** button.
3. Place the highlight bar over a country with currency and other conventions similar to yours, then click the ***Add*** button.

Note:

Whenever you add a new record in Morning Flight, be it a country, a product, or paper, the new record will inherit the properties of the record under the highlight bar. It's usually easier to modify and build on information that's already there then to start from scratch.

1. Enter the Name of your country, along with a Description. The name becomes part of the address, the description is used for identification. You could have (and, in fact, do have) two countries named Canada, one described as Canada (English), the other as Canada (French). In the address, both will say Canada.

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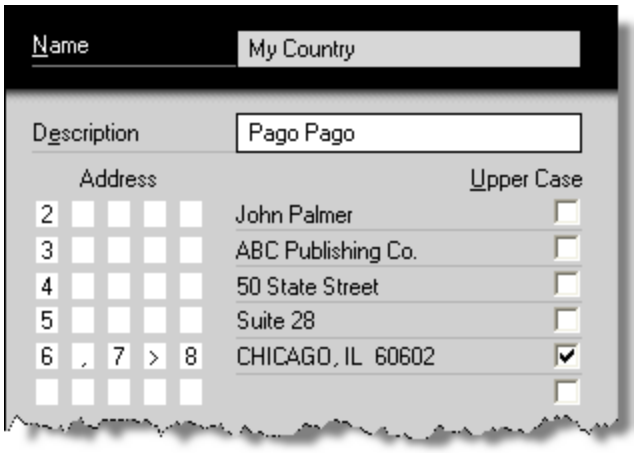
2. Click the buttons for Language, Date Format, Paper System, and Color System. Select from the pick lists.

3. Click the Money button and define how currency and numbers are displayed in your country, then configure your address format. The first, third, and fifth boxes hold numbers (6 for city, 7 for state, and so on). Those numbers determine the structure - the what goes where. The second and fourth boxes add blank spaces and punctuation marks (> for a single space, >> for a double space, etc.).



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20 Our Store

Where can I get Morning Flight?

At the Morning Flight Shop, where the FreeRide Edition and demo programs can be downloaded at no cost. All transactions at the store are secured using SSL technology (Secure Socket Layer) that begins even before you give us any personal information, and remains secure throughout your visit. SSL encrypts the transmissions from our e-commerce servers as well as your computer. The store accepts PayPal and most major credit cards.

When purchasing using your credit card, all your information is entered into an SSL secure web page. Your information is then encrypted and sent directly to our credit card provider's network, where your card and transaction are authorized and approved. Your credit card information is not stored on our servers. If you prefer not to transmit your credit card details over the Internet, please call us at 585-384-1023. We would be glad to accept your order over the phone.

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21 Our Flagship Products

21.1 Morning Flight Gold and Pixelblitz

The Gold Edition and a digital-only Pixelblitz version represent our top-tier products. Both add order entry, order tracking, and invoicing to the Silver Edition. And both include a QuickBooks link for transferring customers into Morning Flight, and invoices into QuickBooks. For expert estimators there's *My Way Pricing,* a powerful manual-mode option found only in the Gold, Pixelblitz, and Skypricer.

The Gold Edition is priced at $595.00 and can be downloaded at the Morning Flight Shop. The price of the digital-only Pixelblitz, identical to the Gold but without offset, is $495.00. Both come with a perpetual use license, free support, and no annual fees. In line with our standard policy, upgrades from lower editions are always available for the difference in price, regardless of when the lower edition was purchased. All Morning Flight programs use the same data files, so upgrading will be seamless.

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My Way Pricing

Morning Flight's innovative automatic mode is by design product-centric. You begin each quote by selecting a product that then controls makeready, press speed, and other parameters. Using a digital SLR metaphor, when the camera is set on auto you can be sure to get a usable picture, often a very good picture, but you may have to jump through hoops to capture an image that's out of the ordinary. Set on manual, the sky is the limit but the responsibility is now all yours. The end result could be anything from two Dobermans in a coal cellar at midnight to a cover shot for *National Geographic.*

The Gold and Pixelblitz editions let you switch between 'Safe for Cousin Mel' estimating and a less safe but more flexible alternative: The option of full manual control. My Way pricing starts with selecting the press, then manually entering job-specific amounts for imposition and RIP, makeready and press speed, either with

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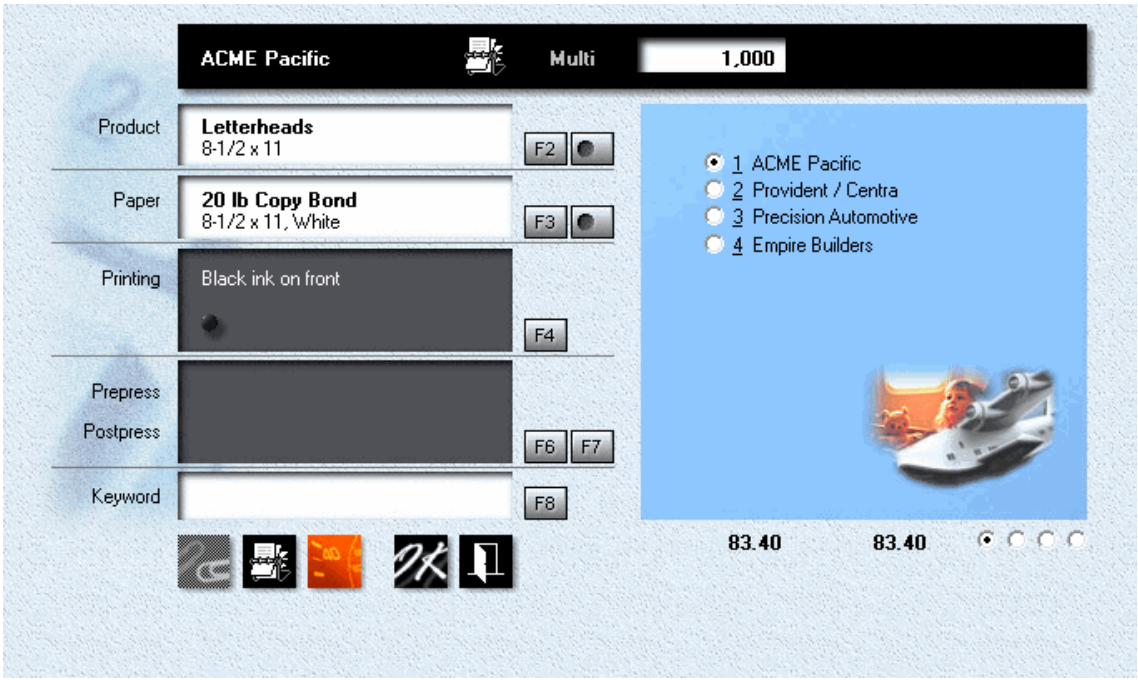
sliders or via custom entry fields. You can even create quotes the automatic way, then edit them manually in My Way.

Order Entry

The Order Entry window looks and acts just like the window you're familiar with when making quotes - no learning curve. The only difference is the blue panel on the right that can be flipped through like a book by either clicking the radio buttons or pressing the PgUp/PgDn keys. And, of course, just a single quantity, down from the three for quotes.



Converting a Quote

In Morning Flight, that's as easy as highlighting the quote in a selection window and choosing the quantity ordered.

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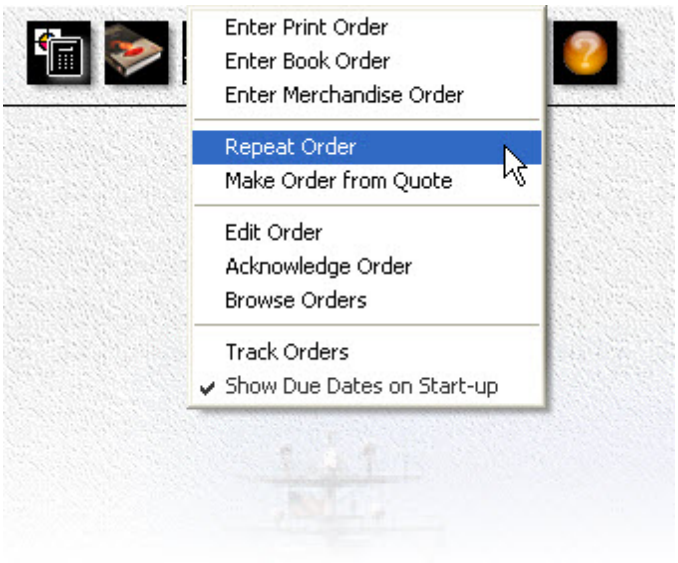
Repeating an Order

Need to repeat a previous order? Same window, different heading, nearly the same process.



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Job Ticket

ACME Supplies
823 Main Street
Pittsburgh, PA 34623

1009-00001

vivian.roberts@acme.com Quoted: 10/ 1/2009 ( )

Ordered by:	Vivian Roberts	Received:	10/ 1/2009	Ship via:	Notify when ready
Phone:	555-3546		By eMail	Date Due:	Friday, 10/ 9/2009
Fax:		PO #:	AC-54972		12:00 PM

1.200 Newsletters. 8-1/2 x 11

Front: Black + 2 Colors
Back: Black ink
2-up on 11 x 17, W/T

Press Sheets:	600	Ryobi	48 Minutes /
Paper	60 lb Commodity Offset White (from our stock)		On hand: _____ Qty used: _____
We need:	716	11 x 17	
Draw:	716	11 x 17	
Ink	PMS 109	Chrome Yellow	
	PMS 185	Fireball Red	
Prepress	Composition	2:30 Hours	
	3 B&W Scans		
Postpress	Cutting		
	Folding: Letterfold		
Packaging	Letterbox		
Ok over/under	+ %	- %	OK to print:
Save	File Samples		Final Count:

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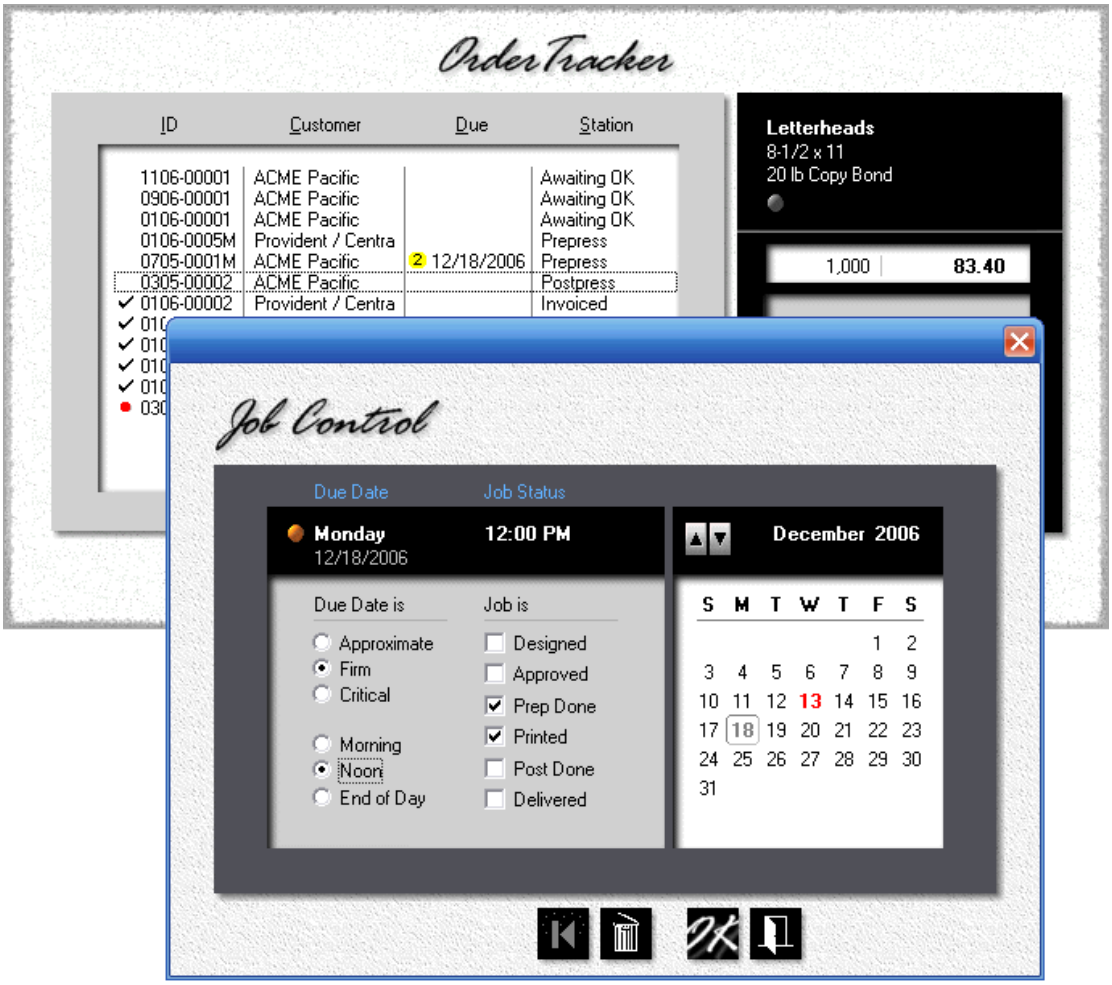
Tracking Orders



Order Due Dates

Saturday, 10/10/2009

	Job	Ordered	Station	Date due	Time due
1,000	Envelope Empire Builders 1009-00003	10/10/2009 Ship via: Call when ready	Press	Tuesday 10/13/2009	5:00 PM
1,000	Newsletters Precision Automotive 1009-00001	10/10/2009 Ship via: Call when ready	Design	Friday 10/16/2009 **Firm**	12:00 PM
1,000	Fall Catalog ACME Supplies 1009-0001B	10/10/2009 Ship via: Call when ready	Design	Wednesday 10/21/2009	5:00 PM

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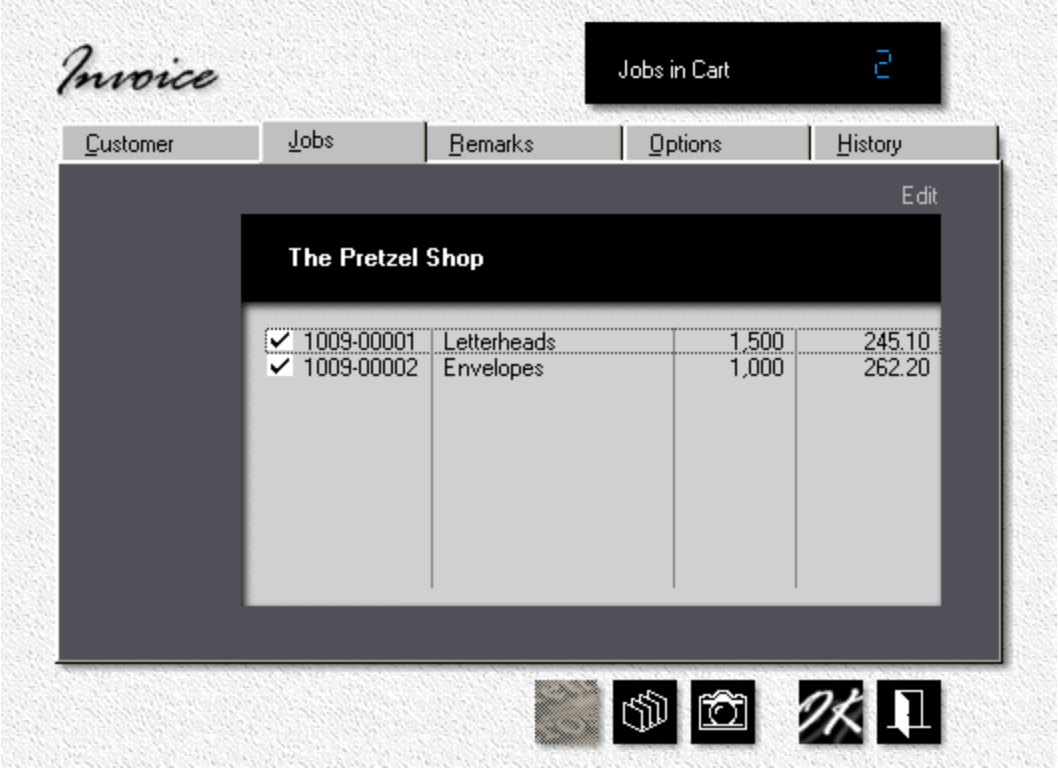
Invoicing



Invoice
1001

The Pretzel Shop
58 Bayside Blvd.
San Francisco, CA 94121

October 10, 2009

Your Order: BA-54668 Shipped: 10/10/2009 Terms: Net 30 Days

Quantity	Description	Job Number	Amount
1,500	Letterheads, 8-1/2 x 11 Black + 1 Color on front. Ink Colors: PMS 109. Paper: 24 lb Classic Laid, Natural White.	1009-00001	245.10
1,000	Envelopes, Size 10, 4-1/8 x 9-1/2 Black + 1 Color on front. Ink Colors: PMS 109. Paper: 24 lb Classic Laid, Natural White.	1009-00002	262.20
	Credit for duplicate ink colors		30.00-
		Subtotal	$477.30
		Shipping	0.00
		Tax	39.38
		Total	$516.68

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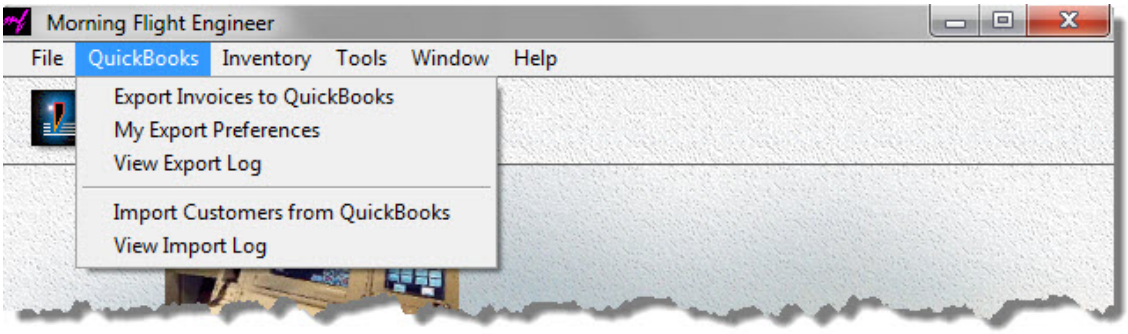
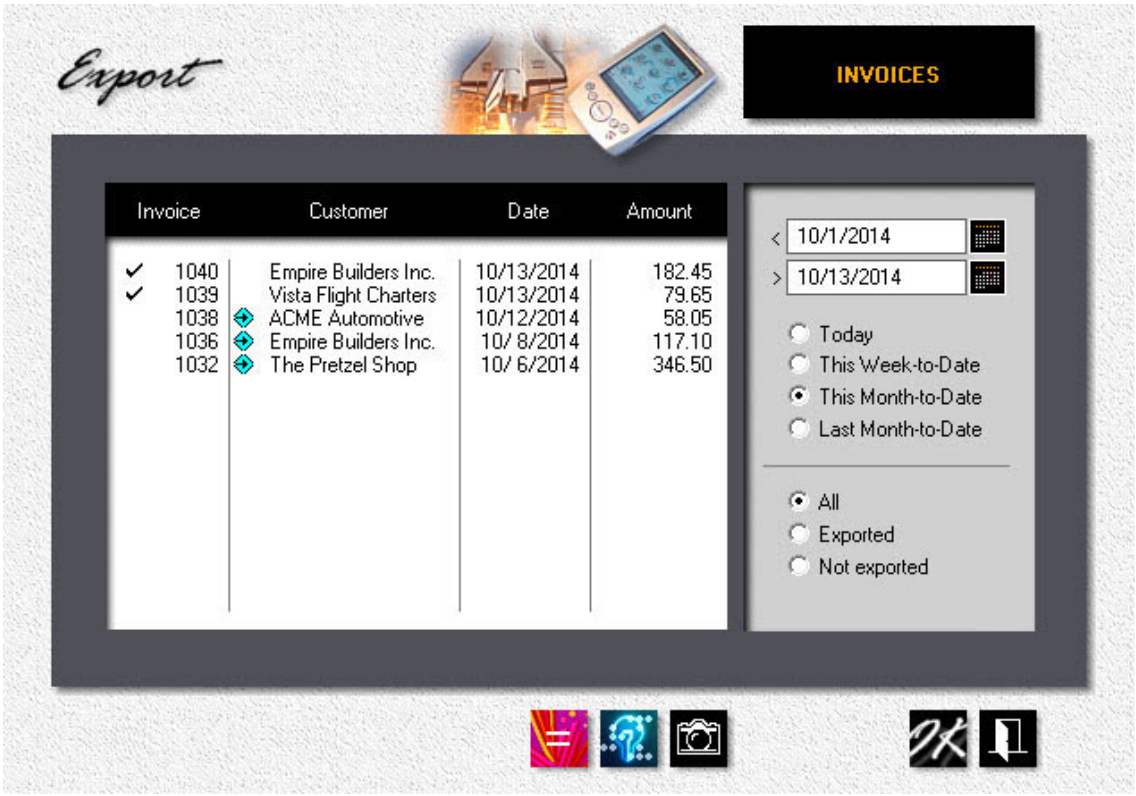
Exporting Invoices into QuickBooks





The Gold and Pixelblitz editions generate invoices but don't accept payments or track receivables. For that you need a full-blown accounting system. In much of the world that's likely to be QuickBooks. With Version 14.1 and the Transaction Pro 5 Importer from Baystate you can eliminate the nuisance of having to key in a stack of invoices into QuickBooks every night.

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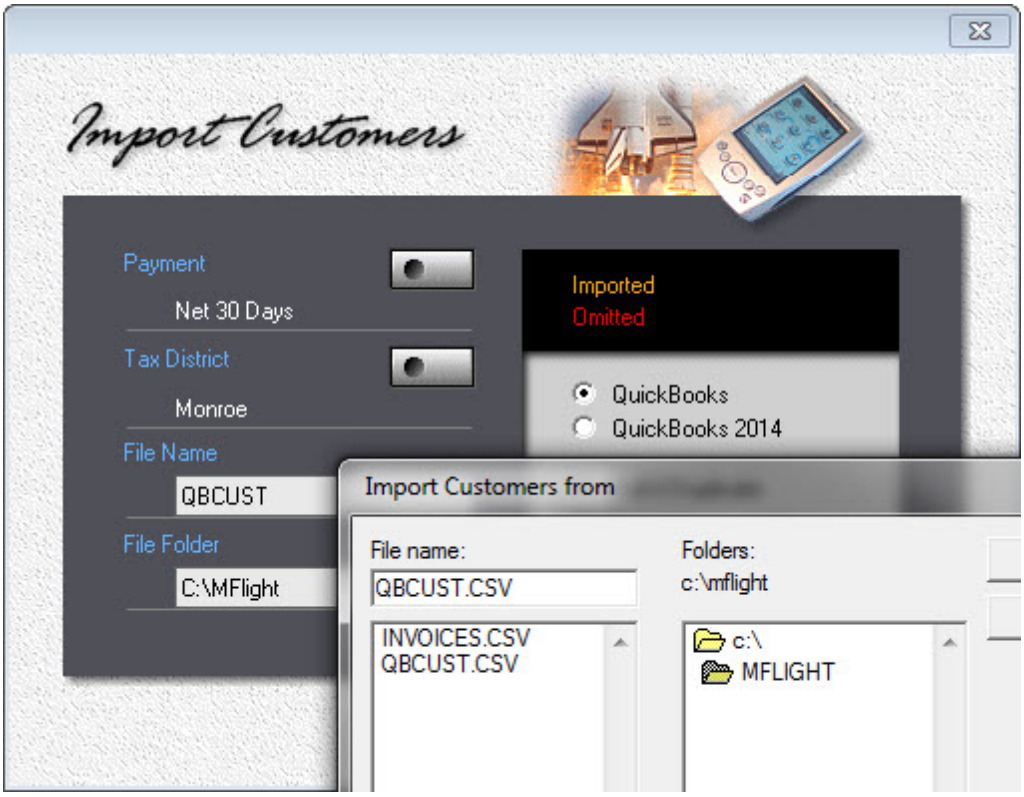
The Transaction Pro 5 Importer is available directly from Baystate with a perpetual use license. A trial version can be downloaded from the Baystate website.

Importing Customers from QuickBooks



You don't need the Baystate Transaction Importer to transfer QuickBooks customers into Morning Flight, just the new Morning Flight Skypricer, Gold or Pixelblitz where everything's built in. Exporting lists out of QuickBooks has always been easier and more reliable than transactions, primarily because the exchange of lists is riding on tried-and-true CSV files. With version 14.1, we've automated the second step, importing and merging your QuickBooks customers with those already stored in your Morning Flight file.

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