

780-624-5601
orders@valleyprinters.ca



9530- 90th Avenue
Peace River, AB
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www.valleyprinters.ca

It was requested that we do a piece focusing on our services- in non-printer industry verbiage. So, we've compiled some of the most FAQ we have here, as well as detailed breakdowns of our most popular services. Hang on to your hat, folks- she be a long go!

Peace River has been our home for over a century, and we have continued to add to our services to maintain a growth which better serves our community. Which is a long-winded way of saying- just because you don't see it, don't hesitate to ask! If we don't do it, we are happy and proud to send you in the direction of someone who can! Yep- we know all the right people 😊

We have spent 2025 addressing our digital presence. We have been reaching out with review request/Follow Up Emails, gaining ground on our Facebook and Instagram Channels by making sure they are active and monitored. We have done major updates to our website and have introduced interactive content to it. Through this quest, we have been thrilled to receive insight from our customers on what they would like to see, on what would be helpful to them, as well as how to improve our processes and ordering systems.

FAQ

Probably the most frequent question we hear is “**How Much...?**” and we absolutely understand that it can be frustrating to not get an immediate answer! There are several benefits to sending out quotes, though. First of all- we gather all the relevant information, so there won't be any surprises after the job is completed unless elements have changed from the original information provided.

Especially since often people who are asking “**How much...?**” are also shopping around. Which we absolutely encourage! We are not always the best deal (*though we do take our dedication to quality of product and service very seriously!*) and we know that. Having a hard copy in front of you makes comparing easier.

The truth is that just about every job is unique in some way, shape, or form. And there are a ton of factors that go into pricing. Size, color, one side or two, quantity (almost everything in printing is cheaper in bulk. The less we have to waste, the more we like to pass that savings on to the customer), and then the extra stuff- round corners, laminated, design time, the time it's going to take us adjust the not so ready to print file- just to name a few!



We love to offer choices! There is never any obligation in asking for a quote (*which is why we will never provide a proof until the order has been confirmed- hundreds of hours have been lost while we learned this lesson!*) so sending off a quote showing the discounts on quantity, or the material/stock options, Vinyl vs Printed, etc., shows that we care about your budget, and that there's always more than one way to accomplish a goal.

Our Quotes are guaranteed for 30 days so long as the project remains exactly as initially described- even if the price of a particular stock goes up in that time. If there are changes, then we will happily re-issue a revised Quote, which keeps the 30-day guarantee from the time the revised quote is sent.

The second question we hear most is **“When can it be done?”**, and again, we get how frustrating it can be to not get a solid answer. Factors are involved here as well. And while we are always striving for growth to meet the need, we have limited printers available for specific projects. The process looks like this:

1. Step 1: Quote if applicable
2. Step 2: Order Confirmed- Customer Timeline
3. Step 3: Proof Designed/Edited/Sized
4. Step 4: Proof Approved- Customer Timeline
5. Step 5: Enter Print Queue of appropriate Department Printers.

Generally, if customers take a long time to confirm any part of the process, delays can easily happen. So while it may only take 2 days to actually print, cut, and package business cards (as an example), the other steps can take considerably longer in back-and-forth interactions/changes/etc.

Customer Timeline Steps are always the longest part of the process, and they are also the most unpredictable. Life happens, emails get lost, people get busy, and projects can be sidelined. While understandable, it means we cannot make promises on a timeline we don't fully control.

Additional factors play a part too- larger or more in-depth projects obviously take longer than smaller ones. Signs/Banners, for example, need time to dry before we can finish the process, so we'll sneak smaller projects in between steps whenever we can to keep the line moving, so to speak.

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We will always do our best to maximize our time to make sure projects are completed in a timely manner. Please never hesitate to give us a call to inquire about your project status. Once the order is completed, we will call/email you. Usually both.

Reprints: Ah yes. It happens. Sometimes even the best set ups go terribly wrong. The big key here is communication! We can't even attempt to fix it if we don't know about it. And yeah, sometimes we just can't. Sometimes the original file is too corrupt, or not of sufficient quality to achieve the desired outcome. And, sometimes, our printers have a bad day. Seriously, they're moody machines! Once we're aware that there is a problem, we are always happy to work through the trouble shooting steps to find out where the error occurred, and whether it's fixable or not.

COPY CENTER

Instant Services:

- Black and White Photocopying (under 100)
- Color Photocopying (under 100)
- Reduce/Enlarge
- Scan to Email/ USB
- Fax
- Single/Double Sided
- ID Laminating Pouches (can take up to 2 hours)

Next Day:

- Wide Format Printing & Scanning (blueprints, posters, banners, etc.)
- Coil Bindery: up to 240 Double Side Pages on 20 lb copy paper with a 28 MM coil. Thicker paper types, cardstock/laminated backs & covers will reduce the total number of pages.
- Lamination
 - Hot up to 38";
 - Soft Touch up to 11".

Understanding the difference between the two:

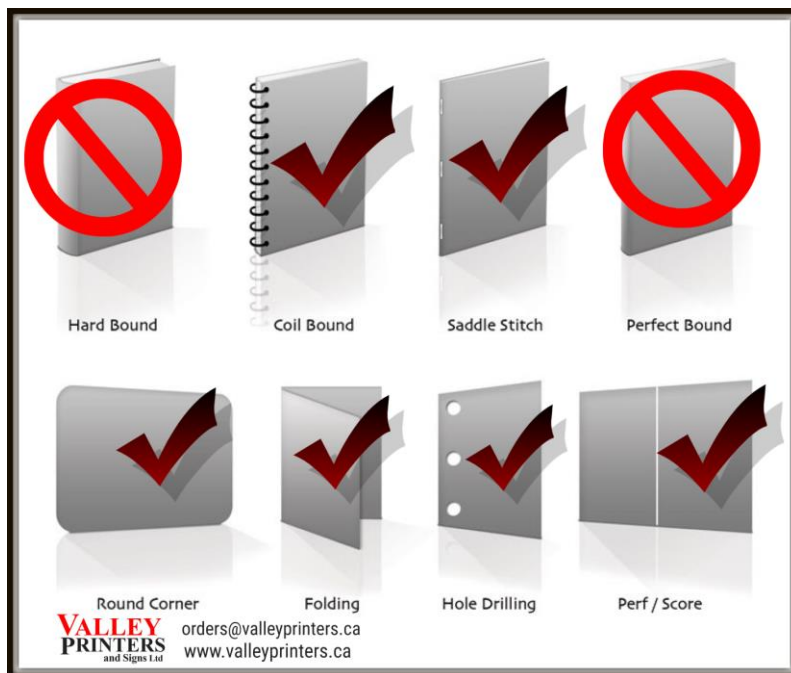
Hot Lamination: is the standard most people are familiar with. This is the shiny, glossy plastic coating. Easy to trim right to the product, or leave an edge, hot lamination is often



used to preserve the longevity of a printed piece. For charts, calendars, and the like this form of lamination also allows the use of dry erase markers.

Soft Touch Lamination: Also called “Velvet” “Cello” and “Peachy”, Soft Touch adds a bit of luxury to a printed product while also offering it the same level of protection of the Hot Gloss Lamination. Often popular with elevating business cards, bookmarks, memorial cards, and even post cards which are printed ready to go (it is very difficult to write on Soft Touch). Appointment cards with the front side laminated with the back side left easy to write on are also frequent requests.

You can find a price list for most of these services on our website- though please note prices are subject to change. We do our best to keep it updated.



OFFSET PRINTING

So, the easiest way to think of this is that “Offset” is done on the printing press. That huge machine you can usually hear running in the background when you visit the shop, or perhaps you’ve seen the one in our entrance? (*Did you know that’s actually **THE** original press brought into Peace River by horse and cart in 1914?*)

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Carbon Copy items are still done this way- like logbooks, receipt books, invoice sets, etc. We also perforate and number under this heading, as we can offer two color numbering!

Less common, but still cool- this is also how we do foil/metallic printing. It's expensive both in materials and the time to clean the press before & after doing an order, so we prefer not to advertise too loudly- but it *is* something we offer. Especially for Wedding/Christmas Season.

WIDE FORMAT PRINTING

This a rather broad term.

Paper: We can scan, Print & Copy up to 42" using a 20 lb Bond Paper. This is most useful for Blueprints, one time use banners, backdrops, etc. We can accommodate both full color as well as black and white printing for this format.



Canvas Prints: Printed on Canvas material, then stretched over a wooden frame, this format is popular for a variety of reasons. Whether it's preserving a precious memory, a medium for digital artists, a special item for fundraisers, or for use in life celebrations- canvas is a long lasting, sturdy, material. Remember that your sizing will be limited in even



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numbers only. Small: 8 x 10 Standard: 24 x 36 For print resolutions, see our easy Pixel Translation Chart on our [Website Tips & Tools Page](#).



Laser Engraving/Etchings: We have a laser! Trophy plaques, Logo's on Tumblers, Poems on Acrylic, Save the Date Wine Glasses- we've burned onto barrels, cutting boards, baseballs bats, gun stocks, axe handles, and so much more! If it won't melt, then we've burned/etched/engraved it. Plastics are not suitable media for the engraver, nor are soft materials. Leather can be iffy because sometimes synthetics are added to it- we'd need a sample piece to try that it doesn't matter if it gets destroyed. Actually, it's always better to provide us with at least 1 extra piece, in case alignment doesn't match, or the material is incompatible.

Lamacoid: Nameplates, Locker ID's, Name tags, Bathroom Signs, Memorial Plaques- plenty of options here! Words, images, slogans- anything you want to last.



Valley Printers & Signs



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DIGITAL PRINTING

Officially we don't have "Printers/Copier"; we have "digital presses". For the sake of common verbiage, we'll just call them Copiers.



This heading covers anything not done on the press. Safety Manuals, Scripts, booklets, score cards, programs, catalogues, calendars, SOP Manuals, and much more! Pretty much- anything done on paper, fancy paper, and/or cardstock.

Also under this heading is Bindery- that is to say, how things are put together. We have a couple of options.

1. Saddle Stich: Stapled down the middle.
2. 3 Top Stitch/Staple- Stapled together along the top.

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3. Coil Bind- from 6MM to 20MM in either Black or White, and 28MM in Black only.
4. 3 Hole Punch
5. Corner Staple
6. Glued in Sets (at Top or Bottom; Left or Right up to 4 part) with Fan apart.
7. Glued in Pads

Please note that Bindery services are generally not offered for same day pick up.



GRAPHIC DESIGN

We are thrilled that we have TWO professional Graphic Designers on staff! They can help with everything from Brand Kits, Logo Design, to that perfect background set up, or custom sign design! From stepping up generic templated business cards and flyers, to designing a stunning memorial piece- they are incredibly versatile in their individual styles.

Design is applied to images which require removing backgrounds, “stealing” Logo’s from another source on a new set up, changes to current forms, changes to previous business cards, resizing files, back and forth proofs, etc.

Our designers are talented, efficient with their time, and prefer solid communication during each step of the process to make sure customers are getting *exactly* what they want before things go to print. They care about the end result, so don’t hesitate to let them know when something isn’t working for you!



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VEHICLE DECALS & CUSTOM DECALS

Vehicle Decals: Whether it's your menu on your food truck, or TARE/GVW/UNIT decals- ours are made to last! We also do magnetic decals- Logos are popular with this as they can go on and off when you want to use your vehicle for personal use instead of always representing your business.

This heading also covers the fun stuff- like custom Bumper Stickers (sticker or magnetic), memorial decals, political statement decals, cause decals, faith decals and just about everything you can dream up.

We also happen to be pretty handy with the sponsor decals come that time of year 😊



Custom Decals: Stickers! And so many options! We can do vinyl- which sticks to something (hard hats, etc.) **forever**, or more family friendly options like custom sticker

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packs which are **removeable**. These are great for events, themed parties, Tradeshow giveaways, and more.



SIGNS

This section is honestly too lengthy to even begin to cover, so we'll make it easy. Yes, we do it. If you're thinking about asking us if we do, then yes. If we haven't done it yet- we'll figure out a way to do it, or again, send you to the right people. Guaranteed you've seen multiple examples of our work around town.

Your general choice of materials: Alumabrite, Coroplast, Sandwich Boards, and Foam Core. For more information on these materials, please visit our [website](http://www.valleyprinters.ca).



MARKETING MATERIAL PRINTING

 Valley Printers & Signs

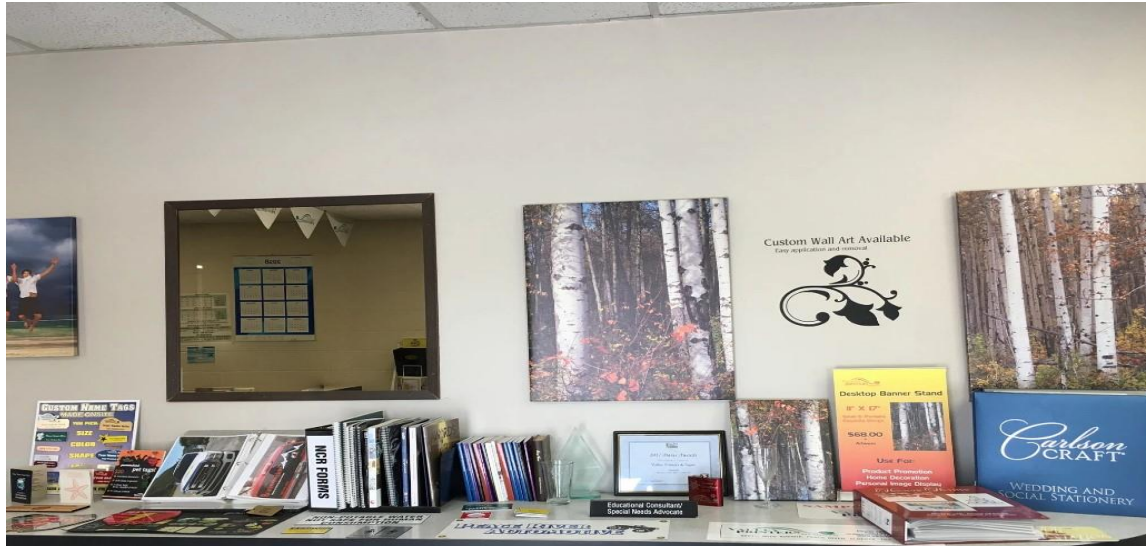
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Flyers, Tri Fold Brochures, Custom Notepads, Tradeshow standing Banners, Tables Banners, Retractable Banner, Tent Canopy's, Sideboards, Signs- again, a very lengthy section to get right into. And again, the answer is simply- yes. We do it.



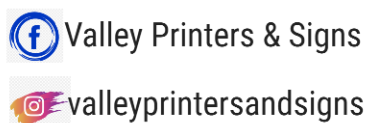
Other items that we do:

- Stamps
- Custom Wall Decor
- Mirror Etching
- Scrap Paper Notepads
- Pens
- Tent/Table Cards
- Website Design
- Custom Bookmarks
- Lawn Signs
- Cheques
- In Ice Banners
- Arena Boards

And so **very** much more. The list is somewhat endless and impossible to lay out in any form of catalogue. But we did our best to accommodate this request, and we hope it gives a good base idea of what our services offer.

I originally had a hint of some cool things happening here in terms of growth but then got told not to give out any spoilers. Thwarted!!!

We'd also like to take this opportunity to thank the communities of and in around Peace River for supporting over the last century. As we like to say, it's been a privilege to be your printing partner since 1914!



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