
FREQUENTLY ASKED QUESTIONS

We aim to make your experience printing with us as rewarding as possible. The following questions are asked most often. If you have any other questions, please contact your Customer Service Representative.

Q: Is printing overseas really that much less expensive than domestically?

A: Yes, the savings are significant. We have many testimonies from clients who saved 40% or more after transportation cost.

Q: What products are best suited for printing internationally?

A: Ideally suited for international printing are:

- Art books
- Full color catalogs
- Full color hard and soft cover books
- Calendars
- Children's books
- Die-cut board books
- CD and DVD replication
- Bibles (i.e., very thin paper)
- Greeting cards

Q: What digital file formats are used internationally?

A: Clean and complete digital files are essential to successful international printing. Our office in Grand Rapids, MI houses a full-service design and file management agency. We even have a digital photo studio in-house. We can receive digital files from virtually any program. Pre-flighting files is always included in your quoted base price.

Q: We need only a small quantity of a full color book. Do you handle small orders?

A: We can produce hard and soft cover books in quantities as low as 500 copies. We have printed small children's books with as few as 32 pages.

Q: What about quality? Do you guarantee high quality?

A: With HeuleGordon, Inc. your investment in print is secure and your satisfaction is guaranteed. We have procured outstanding printing for many years in Korea, Hong Kong, Singapore and China. Our partner plants operate the most advanced equipment and their employees receive extensive training. Quality control is our foremost concern. Reproduction of artwork is not an exact science. While every attempt is made to match the original art as closely as possible, some variation in color reproduction and some loss of details is to be expected. We will not proceed with a project until you fully understand and agree to the limitations of art reproduction.

Q: How do I import books into the US and how long does it take for my books to ship?

A: We handle of all import issues. No action of any kind is required on your part. The quotation we offer includes to-your-door delivery. Sometimes delays are caused and costs are incurred due to US Customs inspections. This is beyond our control and charges will be the responsibility of the final customer. We manage ocean freight, custom clearance and land-bridge transportation. You should expect 5-6 weeks from completion of the project to delivery to your final destination. At times we have also airlifted copies for trade shows or other special occasions. While it takes 2-3 days to receive an air shipment, it is very expensive and should be avoided if possible.

Q: What are the payment terms?

A: We require a 50% down payment with each order. Upon completion of the project, we will forward three copies to your office for inspection. If the work meets your approval, we invoice you for the balance. Upon receipt of your payment the shipping documents are released and the project begins its journey to your final destination. Some import fees may be incurred that are not anticipated and these will be charged separately. Printed matter is imported into the US duty-free.

Q: With this up-front payment, how can I trust you will deliver?

A: HeuleGordon, Inc. has been in business since 1984 and has operated internationally since 1992. Our continued success in business can be attributed to our integrity and desire for excellence.

Q: What happens if the value of the currency changes between quote and order?

A: Quotations are subject to change due to changes in material and labor cost as well as currency fluctuations. However, once the Sales Agreement is signed, we lock in the price and preclude further price fluctuations if the pre-press materials are received within 30 days of this date

Q: Are the Workers treated fairly in your printing plants?

A: Yes, we have inspected our partner plants for worker safety and well-being. We do not work with companies who employ underage workers or whose facilities lack adequate safety precautions.