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U. S. Government Printing Office (GPO) Quality Level Changes Require Careful Attention
Not complying with changes in GPO quality levels can result in rejection by GPO.

by Deborah Snider, Senior Vice President, e-LYNXX Corporation

Without much fanfare, changes have been made to United States Government Printing Office (GPO) quality levels – the standards that GPO has established for printers in order for them to submit bids for federal government print work. The descriptions of the four GPO quality levels have not changed:

- Level 1 – best quality, highest quality, tightest tolerances (examples: art books, medical journals and meat grading charts) Onsite inspection is required for this level.
- Level 2 – better quality, prestige quality, library quality (examples: yearbooks, recruiting materials and illustrated professional papers)
- Level 3 – good quality, above average quality (examples: annual reports, general process color work, court decisions, budget reports, catalogs and textbooks)
- Level 4 – basic quality, informational quality, utility quality (examples: telephone directories, indexes, project reports and technical manuals without process color and with only occasional halftones)

What has changed is how materials are to be submitted to GPO by a printer attempting to upgrade or substantiate its quality rating. For all four levels, three samples instead of 10 must be submitted, but with each of the three samples more supporting documentation is required. Each of the three samples must include original media (electronic disk, camera copy, etc.) -- a new requirement. As has been required in the past with each sample, a printer must submit a comprehensive list of equipment (presses, proofing systems, etc.), evaluation sample certification GPO form 2689, an approved proof (labeled with the system used to produce it), an approved press sheet (containing color bars and labeled with the equipment used to produce it), a minimum of three copies labeled with the date of production and a customer reference for each sample submitted including the name of the company and contact information.

For Level 1 and Level 2 review, proofs for each of the three samples must now be either a digital one-piece composite laminated halftone proof, a film based composite laminate proof (or press proof on the actual production stock) or an inkjet proof that is G7 profiled and uses pigment-based inks. (In fact some Level 2 solicitations now require proofs showing dot structure, while inkjet proofs are not considered. Printers that do not provide dot structure on proofs on these jobs can now be declared non-responsible by GPO.)

For Level 3 and Level 4, the changes are extensive. Basically, what had been Level 2 requirements have been applied to Levels 3 and 4 except that no specific types of proofing may be specified.

If all of this seems confusing, fortunately there is help available. The most active and successful GPO print suppliers partner with a government print management firm that is experienced in cost-effectively managing these complex requirements. In addition to assisting with GPO quality levels, government print management experts receive all available GPO and other government solicitations, interpret job specifications, prepare proposals, manage the bidding process, negotiate change orders and provide assistance through production, delivery and invoicing. The leading government print management firm has a robust data-base of historical data on past government jobs and a team of specialists who know how to work with GPO and how to provide guidance to qualify with GPO at the appropriate quality level and then win GPO opportunities.

Becoming appropriately qualified to compete for GPO work is the all important first step in developing GPO as a profitable secondary market -- one that awards more than \$425 million in jobs annually.

About Deborah Snider

Deborah Snider is senior vice president of Government Print Management, a division of e-LYNXX Corporation - the leading print management firm in North America. Mrs. Snider is a graduate of Central Penn Business College and has headed Government Print Management and its predecessor since 1984. Government Print Management represents the majority of successful printers that work with GPO. The firm is commission based and specializes in helping printers to smooth their way to GPO related profitability. Government Print Management is exclusively endorsed by Printing Industries of America (PIA). She can be reached at 888-876-5432, through the web site at www.GovernmentPrintManagement.com or at Deborah.Snider@GovernmentPrintManagement.com.

**About e-LYNXX Corporation**

e-LYNXX Corporation, the North American procurement authority, is exclusively endorsed by *Printing Industries of America (PIA)* and *Educational and Institutional Cooperative Purchasing (E&I)* and recognized as a top 100 procurement firm by *Supply & Demand Chain Executive*. Founded in 1975, e-LYNXX has three divisions. ● American Print Management provides enterprise print procurement solutions and patented competitive methods to reduce costs for direct mail, marketing materials, packaging and other procured print. Results include enhanced quality and service levels, efficiencies, process control, transparency and procured print cost reduction of 25% to 50%. ● Patented Procurement Method grants patent licenses for supply chain optimization. Results include substantial reduction in existing costs of competitively procured goods and services. ● Government Print Management offers U.S. GPO bid services, access and assistance. Results include filled downtime, operational stability, improved cash flows and increased profitability. www.e-LYNXX.com – 888-876-5432

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