



# Instruction Manual Version 11 Sheet-fed Web & Digital

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# Estimator™ Instructions

## Estimator™•Easy•Start•Instructions:

1. **Estimator™ V11** is a **self-extracting auto installation** program, easily installed from our CD or website download.
2. **Setup:** The setup file should be **SAVED** to your hard drive. Be sure to **COPY** it to a **FOLDER**, which you can easily find, such as **My Documents, or Downloads**. The folder name is not as important as being able to easily find it. Most browsers and **MS Outlook Express®** offer a choice to run or save, so **choose SAVE** and remember where you put it.
3. **Install:** Open the folder where you placed the file. When you see the•setup•“**Estimator 11.xxxx.EXE**” file, **DOUBLE CLICK** on it to start the Install. When the Welcome screen appears, click **INSTALL**, read and accept the Agreement. And wait for the completion.
4. The•Estimator™•Program•automatically•places•the•run•icon on the desktop, which needs a **Double click** to launch the program. It is best to right click on the icon and select “Open”•as•this•prevents•opening•the•program•2X•or•more. Estimator will not run with more than one version open at a time.
5. **Registration:** This is automatic for the trial **Estimator™**

**trial period.** To register or purchase the program, click on the **ABOUT** button on the Master Control and follow the simple instructions.

6. **Login:** After launching the program from the “**E** Icon”, a window will appear asking for a password. The initial access **password** is **demo** all in lower case, as the login function is case sensitive.
  
7. **Passwords and Authorized Users:** These are accessed and entered from the **Master Control** button **Authorized Users**.
  
8. **Estimator™• Master• Control:** This is the hub of Estimator™. From here one can access every area of the program, depending on the access level selected and authorized under **Authorized Users**.
  
9. **Authorized Users: NOTE: 2 Step Process: Step1.** Enter **your name or other name** into the Database. Fill out only as much info as you want, but at minimum you need your **name, title, salutation, and status**, and the **departments** you are assigned and the access level "0" for the administrator. Users who require less access to sensitive information may be assigned higher access levels depending on your need for security. Close ...DO NOT SAVE... it will prompt you do you want to save the entry in progress... Select YES. **Step 2.** Reopen Authorized users. Select your password preferably in lower case. When done, click **Save**. You are now listed in the **Authorized Users**

database. Type **any password** you would like, [letters & numbers are legal] remember the validation procedure is CASE sensitive.

**WARNING! We suggest that you use an easy to remember Password. IF YOU LOSE OR FORGET YOUR PASSWORD, WE CANNOT HELP BECAUSE THE FILE IS ENCRYPTED UNIQUELY FOR YOUR COMPANY, AND THE KEY IS BLIND, FOR YOUR PROTECTION, EVEN TO US.**

That said, **set your Access Level to 0 (Unlimited)**. The '0' setting should be reserved for the Administrator, the Owner and only a very few others. When done, click **OK**. Then click **Close**, the **Authorized Users** window. When you login for your next session, use your own **new password** versus logging in as 'demo'. **Level 0 is the ONLY level that allows access to passwords**. For other employees with whom you would like to further limit their access, select a 1, 2 or 3 level, depending on your desired access level for each employee.

### **Setting the Defaults\***

**NOTE:** Estimator™ has a unique default section whereby you have **3 separate\*** defaults: **Sheet fed, Web, Digital**. Select the radio button at the top of the **Default** window and enter your information for each of the 3 choices. You may have different company names, pricing setup, discount arrangements, paper and ink costs and bindery and prep sources for each of the three. Any and all of the choices may be different even the logos if you bill under different company names for the various operations.

**NOTE:** Digital only has one set of defaults.

**10. Defaults:** On the **Master Control** window in the lower right **click Defaults**. This is where you customize general information for your company, and how you want Estimator™ to operate. The big secret to setting the defaults is to **READ each screen** carefully and look at the preset values, and then decide on your changes, if any.

**11. Tab ~ Company Data:** Fill in your information in all of the areas as many of these fields are used to populate some of the **Reports** generated automatically by the program.

**12. Tab ~ Utility Files and Paths:** Click on Set Logo Graphic Path. This will call the Windows standard file dialog, which allows you to navigate to the folder in which you store your **company logo** file. **We suggest that you make a copy of that logo file and place it in the Estimator folder** located in your C Drive. The Logo Graphic File formats of choice, JPG, BMP, x. GIF, This path setting, allows YOUR logo to appear on reports, and is automatically scaled to maintain aspect ratio and proportions. You should install your Logo on each of the 3 options of Sheet-fed Web and Digital, so it will appear when you select those options.

**13. Backup** in Estimator™ is automatic and saves to a folder in the C drive marked **Estimator Backup**. This folder contains the seven-[7] days of the week and when you close it automatically backs up to the current day. This feature allows you to retrieve files in the event you save and close with bad data. In any event you will never lose more than the current

days information. Protect it.

**NOTE: To reset the indexes and automatically back up your data you MUST open and close the program on the acting server. If you fail to follow this procedure your current data since the last backup may be lost if the computer fails.**

14. **Tab ~ Billing Terms:** Note that before you change any of these values it is important to understand their use and how it affects the estimates.
  
15. **Priorities and Lead Time:** This Routine is set for the normal turnaround time for your plant. This setting automatically inserts the normal lead-time on the job ticket to aid in your schedule planning and may be changed when you are setting the **Job Ticket**. The scheduling, set from the ticket, may be altered to meet rushes or longer lead times. It is recommended that you do NOT set this to 0.
  
16. **Delivery Chg. per Service:** This value automatically inserts the \$ charge for delivering and picking up from outside vendors. This value may be changed on the **Services** tab on the **Estimate Part Detail**. The adjustment may be changed for each supplier [increased or decreased] but the default protects you from forgetting that there is a real cost for this even if you use your own truck.
  
17. **Outside Services Markup:** This may be changed to reflect the actual markup you use for outside vendors not including paper which has its own separate markup.

18. **Max Out Services. Markup Disc.:** Estimator™ has built in protection when marketing the job to your customer. If you have to give a 10% discount you do not want the discount to apply to the cost as you could end up losing money between commissions and marketing. An easy example could be: \$100 cost plus 20% markup, minus 10% to the sales rep=\$12 and 10% discount to the client=\$12 for a total discount of \$24 leaving a net of \$96 or less than you paid for the service. In Estimator this is impossible as we only discount the markups on outside purchases including paper [Marked up separately] By setting this value at 50% you limit the maximum discount on the markup so you will never receive less than 1/2 of your base markup.
19. **In House Margin:** This is the current average gross profit for most printing operations prior to overhead and administration. Usually this runs between 43% -57% and the actual number should be provided by your CPA. This number does not affect the pricing, but is used to give you a guideline on the **Internal Report** as to your total gross profit in case you need to market the job to your customer.
20. **Job Setup:** This charge is an administrative fee for preparing the estimate, the job ticket the invoice and miscellaneous costs such as delivering proofs. It may range from zero to several hundred dollars depending on your plant structure. The normal range is from \$5 to \$100.
21. **Sales Tax Pct.:** This is set for the normal tax for your

immediate area. If your customer's tax rate is different or if he is tax exempt, then that is set on the Customer profile, and he will automatically be charged the tax rate that you have assigned to him.

22. **Max Customer Discount Rating:** This should **not** be set at "0" as it would prevent you from marketing the job to the customer. The default of 20 is a safety to limit the discounts to a max of what you set i.e. 20 without the administrator's override. If your pricing structure is such that you need a 50 or greater rating then it is recommended that you increase it to the level required.
23. **Min Commission:** This is usually applied for web sales and where the Reps discount share described below would fall below this minimum amount.
24. **Rep's Discount Share:** This setting is used when you need to market or discount a job to the customer, and you wish your sales reps to share in that discount. Example: A \$10,000 job discounted to \$9000. The sales commission at 10% would be \$900. With the sales reps share at 30% in effect, he would give back 30% of the \$1000 discount or \$300 so his new net commission would be the \$900 less the \$300 or \$600.
25. **Tab ~ New Estimate Defaults\*** [See above **Setting the Defaults**]. **Be sure to select the proper choice you will be working on by selecting the Radio button at the top of the window for Sheet-fed, Web or Digital.**



26. **Press Name:** Select from the drop list of your active presses the Press that you use most often. This becomes the default press for the then selected option of **Sheet-fed, Web, Digital**, which is selected by clicking on the appropriate Radio button at the top of the Default window. Remember that you may change the press when doing the estimate and this default setting is used only to speed the estimating process by selection the press you use most often.
27. **Default Bindery:** Follow the same instructions as above.
28. **Default Prep Source:** Follow the same instructions as above.
29. **Cutting:** If most of your jobs "Cut" then select this option, this can be changed on the **Part Detail** when you are actually doing the Estimate. Estimator automatically adjusts for heavier stocks.
30. **Stripping Format:** Select the option of either **Book** or **Units**. If most of your work is catalogs, pamphlets or books select that option. For mostly flat sheets select **Units**. If you select **Book** then enter the best number of starting pages. 8, 16, 32 etc. Remember, these values may be changed while doing the estimate.
31. **AutoStrip and Sheetwise:** **AutoStrip** option automatically calculates the work & turn or tumble forms as well as the Sheetwise form in each job. The **Sheetwise** option forces Sheetwise at all times, such as perfecting work and digital printing. **Web** selection automatically forces **Sheetwise**, as that is the only available option.

32. **Starting Quantities:** It is best to select only one starting quantity for normal work. The reason is that all jobs must have at least 1 quantity for calculation purposes, and if you have more than one it will slow you down, as you will have to delete quantities or change them when you are doing the estimate. **EXCEPTION:** When you are building grids it is best to enter as many quantities as required as this will speed the grid building.
33. **Starting Colors:** Choose the most often used combination for your plant. These values as almost all the others default settings may be changed when doing the estimate.
34. **Press OK:** When you check this box a window will open which allows you to enter a **flat charge** and **extra sheets** that you require for this operation. Uncheck the box and the values remain and are entered when you select **Press OK** while doing the estimate.
35. **Default Proofs:** Make the selection you use most often. You may choose none or all or any single or multiple.
36. **Bleed starts True on New:** If most of your Jobs bleed select this option, if they do not, uncheck the box.
37. **Delete Gripper:** You cannot run an 8/12 x 11 or any other size form on the same size sheet as the image if the job bleeds or you include the gripper. **Delete Gripper** and uncheck **Bleed** allows this functionality for many small press jobs.

38. **Art from Disc:** Most printing jobs today are supplied on disc or the printer generates the disc. The value attached to this field is set in the **Prep Source**. This option also automatically calculates 1 charge for each form, so if you have a book with 32 pages on a 40" press it will use 4 forms.

39. **TAB - Stock Inks and Coatings:**

40. **Stock Handling per Wt Unit:** This is an important value that many printers forget to include. When the customer supplies paper you incur a real cost for unloading, storing, insuring and moving his stock. The preset 3 cents per pound helps cover these costs and also your cost for the above items. You of course may adjust this value up or down or set it at 0 if you choose.

41. **Stock Maximum Markup Discount:** This has the same explanation as the one above for outside services. Remember that **Estimator™** only discounts the markup on papers, never the cost. This is important when you have to discount a job to get the order.

42. **Basis Weight:** From a dropdown list select the most often used stock. Additional basis weights may be added in the **Plant Data** section on the defaults under **Paper**. On the **Paper Browse** you will find the button for adding or removing basis weights from the list.

43. **Stock Category:** Choose the most often used from this drop down list. Changes may be made by following the steps listed

above on the **Paper Browse**

44. **Default Sheet Length and Width:** These values come from the starting sheet size, and are set separately on each press. This may be found in the **Press Data** section reached from the **Master Control** under **Plant Data**.
45. **Default Finish:** Select your most used value from this dropdown list. Changes to this list are made from the **Paper Browse** found under **Plant Data**.
46. **Default Coatings:** Again choose the most often used in your plant. These may be changed on the **Part Detail** Estimate form.
47. **Default Stock Supplier:** Select from a dropdown box. Additions may be made, by clicking on the Vendors button located on the **Master Control**.
48. **Shrink-Wrap:** Set the charge per package that is most commonly used in your plant. When you select shrink-wrapping on the estimate, and choose the number per package the value is automatically calculated and added to the quote.
49. **Stock Pricing Ink and Coating:** This section contains the values for Sheet-fed, Web and Digital. The paper pricing and the markups for each are also usually different. We have provided settings for each, and when you select the appropriate press the default starting values are automatically inserted in to the quotation. Remember to select at the top of

the form the press option for which you are entering the specific pricing.

50. **Ink prices** may be entered in the sell price per #. A Pricing and usage adjustment for your plant is made in the **Prep** section reached from the **Plant Data, Prep** section button on the **Master Control**.
  
51. **Tab ~ Page Sizing** Enter the most often use page size. The most common is 8 1/2 x 11, however if you produce business cards you would use 3 1/2 x 2, or if you were a book manufacturer you might use 6 5/8 x 9 5/8. In any case **DO NOT set this value at "0"**.
  
52. **Customize Plant & Equipment:** Click on **Plant Data** button on the **Master Control**, and look at the popup menu. Choose **Press** Data. We have pre-populated the press list with many commonly used presses, which you can use as models for the **EXACT Equipment** in your plant. You may turn them off by un-checking the Active check box in the upper right side of the specific press. You may **add as many new presses as you want**, and set their specifications and status. Be sure to pay special attention to all the new press factors; they all have a significant impact on the accuracy and competitiveness of the Estimates that you will generate.
  
53. **Create a New Press:** First select a press from the list that is most similar to the press you want to add. Then click **Add New Press**, which calls the **Add New Press** window. This saves time by copying the specifications from the selected

press to a new press record. Begin by naming the new press in the **New Press Name** window that opens when you choose select a New Press. Any name is acceptable -- we found the convention of Mfg. + Nominal Cylinder Size + a Unique Suffix [Heidelberg 28 x 40 4C] to work well. If you make an error in spelling or want to change the press name, you must save it and then remove it from the list by using the **REMOVE** button on the **Press Records Window**. NOTE: When copying an existing Press, do not make changes before copying, only after you have created the new Press.

**NOTE:** If you want to change data on any press you **DO NOT** need to remove the press. **ONLY the NAME** cannot be changed **once it is saved** as this acts as the identifying key in the relational data base files, and must be unique.

54. **Activate Press:** Be sure to check "**Activate this press**", or the new press will not appear in the Estimate Detail's Select Press Drop List. You may de-activate any Presses listed that you do not have or do not wish to keep on the active list. Be sure to **rename the copied press** by replacing or changing the entire name. When done **click OK**, and on the **Press Browse, click Close**, to return to **Master Control**.
55. **Setting Press Values:** First select from the radio buttons at the top of the window, the type of press. **Sheet-fed, Web or Digital**. This will set the type in the press browse and also call the proper defaults for that press when selected during the estimate creation. You will notice that if you select **Web** the terminology will change on the form and read **Gap** instead of

**Gripper**, and **Tower Count** instead to **Cylinder Count**. On **Web presses** since the cut-off is fixed Estimator™ recognizes this and does not allow a minimum length and it locks the Selected sheet size length from being changed. Only the roll width may be altered in web presses.

56. **Setting Default Press Sheet size:** At the top left of the press form you may enter the sheet size you use most often with the selected press. **DO NOT** set this at 0, because when you open the quote you will have no values, so just insert a sheet or roll size that you feel comfortable using.
57. **Cylinder Length and Width:** It is important to use the press specification as Estimator™ cannot correctly calculate the best press usage with number out, if you use values less than the press maximums.
58. **Plate, Make-Ready, and Wash-ups:** These values should be calculated at your selling price for each. That would be your normal cost for each item plus the markup. It is advisable to breakdown these fields into the 3 groupings, even if you are currently grouping them together, as one of the features of Estimator™ is its ability to give you specific reports as to what you are charging for each of these items for calculating job costing.
59. **Make Ready Hours:** These times do not affect the price of the estimate but are used to give you an approximation of the time required for each job and to aid in the production planning. The times are set in tenths of an hour, so each tenth equals 6

minutes. To start use your closest estimate.

60. **Press Scoring:** The values set here are a special charge that is added to the regular press run to compensate for slowing of the press, and having to elevate the lifts for Sheetfed work. When selected the plate charge for making the scoring plate and the dollar value for the special make-ready are included in this price.
  
61. **Run Waste:** This is usually around 5% for sheet fed presses. Jumbo sheet fed above 40" may require 8%. Web presses are usually in the 15% range but you may have special requirements so set the value at which you are most comfortable.
  
62. **Press Auto % & Press Auto Index:** These are one of the most important Press settings, and define the press efficiency automatically. The longer the run the greater number of impressions you will get per hour, as you will have less time used for new loads or changing rolls. The Auto % is the increase in efficiency as you approach infinity in the length of run, and the Auto Index is the indicator denoting at what length run you would like the efficiency to kick in. These items are important to understand so you can match your current running rates with the Estimator™ program. **NOTE:** The above value setting will return the selected hourly rate set in the lower left side of the press file. As the price is discounted in the cylinder or tower rate, the increased speed will give you the same hourly rate, and give competitive pricing for your work. Usually the shorter run will have a lower index as is



illustrated when you look at the values set in the attached press files.

63. **VA Press Auto % & Press Auto Index:** **VA** stands for **Value Added**, and is an automatic discount, that you may wish to apply to the overall job. Example: All fixed costs, Markups on Paper and services and your Value Added costs are usually discounted manually to be competitive with longer runs. Estimator™ takes the guesswork out of this by doing it automatically. Some companies like to market the estimates by hand and set these values at zero. However if you wish to automate this process setting these values simplifies the job and makes consistency possible for all your quoting.
  
64. **Deactivate Press:** Select the press you wish to deactivate and uncheck the box in the upper right hand corner of the window "**ACTIVATE PRESS**" it will now be removed from the Active list. You may remove the presses by using the remove button but remember DO NOT remove all the presses until you have created your own or the default section will NOT work properly.
  
65. **Prep Data:** This is accessed from the **Master Control** by selecting the **Plant Data** button. You may add or new **Prep Sources** or remove unwanted ones from this location by selecting the appropriate button. You must highlight the prep source you wish to remove before clicking the **Remove** button. It is advisable **not to change the ink or coating coverage** without a thorough understanding of the sensitivity of these 2 choices. Ink is based on a per square inch per color, while

coatings is based on an overall per square inch coverage of the sheet being printed. Any changes to adjust the costs should be in very small increments and checked against the values reported on the **Internal Report**. It is recommended that you write these values down before attempting to reset in case you lose or forget the starting point.

66. **NOTE: PREP DATA:** You **MUST** start each **In-House** prep source or bindery with the words "**In House**". Estimator™ recognizes the **In House** setting and does not mark up the pricing. All other designations and names for prep sources and binderies will be recognized as Outside vendors and automatically marked up the amount set in the defaults. You may have more than one "**In House**" Bindery, possibly for other plants, but it must start with **In House**, and then you may add the plant name, number or location after the **In House** recognition pattern
  
67. **Disc Prep:** On the **Prep Data** window at the upper left is the charge•setting•per•disc•used. Estimator™•automatically•will calculate one disc charge for each form used in the estimate. The current setting is based on an 8 out format. For smaller press formats you may want to make this charge smaller.
  
68. **Customizing Prep, Bindery, and Paper Stock:** You should add a few of your own vendors with whom you do business, especially if you want to generate real, usable estimates.
  
69. **Bindery Record:** As mentioned above, you may add or remove Binderies by following the same procedure previously

described.

## Let's Start Quoting!

70. **Quoting:** You are now done with the basic customization, and can begin familiarizing yourself with the amazing power of Estimator™. **Click on Customers** from **Master Control** and add a few of your own. NOTE: you may also add a new customer when you are doing an estimate when you are in the Estimate" window...•Go•to•the **Estimate Part Detail**. Do not be overwhelmed by the amount of choices on the screen. After a while it will become familiar and prove to be far more convenient than the other programs that scatter data throughout many overlapping windows that almost guarantee to make you lose your• place• Estimator™• presents• the required fields in a logical manner using ergonomically designed windows. You will be able to familiarize yourself with this unique setup in a very short time. We use the default customization so when you begin quoting for your Company, **95% of the information you will need will already be entered.** These•data•entries•and•Estimator's™ thousands of formulas and algorithms make it possible for you to create accurate estimates in the shortest possible time. This is an 800% or greater improvement over the productivity of your best estimator using any other program or a ten-key.

71. **Navigating a New Estimate:** From the MASTER CONTROL, **single click on the ESTIMATES** bar, and an **Estimate Summary** window will open. This browse **is a catalog** of the **saved estimates**, which you can select, and allows viewing

them with a variety of options, by using the Buttons on the right hand side of the screen. These lookup selections allow you to search by Client, and the other button names. **Select the desired Button** at the bottom of the Browse, you may **Change an existing Estimate**, or **Add a new Estimate**.

72. **Copy an existing Estimate** This is a special Estimator™ feature located on the **Tool Bar** on the **Part Detail**, that allows the rapid creation of a new estimate, with **similar specifications, for the same customer, without having to reenter all of the previous repeating data**. An example would be numerous estimates for a catalog asking for increments of 16, 20, 24, 28 and 32 pages on 70#, 80#, and 100# stock, with and without cover. Estimator™ performs all of these changes in a matter of seconds, and produces all of the accompanying documentation, automatically.

73. **New Estimates:** When you click on the **Add New Estimate** button, you go directly the **Part Detail** window where you start your next new estimate. It will show the new **Estimate Number**, the current **Estimate Date** and a variety of drop buttons allowing you to select from the existing employee pre-selected lists your choice of Estimator, CSR and Sales Rep if you have not already entered them in the various pre-set areas you should perform that function now to make them available. All selections of **Customer, CSR, Sale Reps, and Estimator** are all done form the tool bar at the top of the **Part Detail**. Truly one screen estimating.

74. **New Estimate Setup:** The next step on the **Part Detail Tool**

**Bar** is to click the **Select Customer** or **Add a New Customer** button. When you choose **Select Customer**, the program will automatically load the preset **Sales Rep.** his **Commission** rate, and the **Client rating if they have been entered on the customer record**. If you have not pre-selected these options, you may now make your selections at the top of the form. If you **Add a New Customer**, a form will automatically appear and allow you to build the customer information file. Try to fill it out as completely a possible for future estimates, and considerable timesaving. This is also where you select the **Sales Rep.** and the **Client Rating** and his **sales tax** rate if applicable.

75. **Job Name:** After the customer's name appears in the box at the top enter the Job Name in the space provided on the tool bar just below the 4 quantities. You may now set the **Due, Start and/or Ship** dates by checking the **Accept Quote** box and then selecting **Set Job Ticket** directly underneath.
  
76. You should the type in a **Job Name** by clicking in the white box on the Tool Bar to activate the cursor. This will appear on all necessary documents created within the program, and will help you descriptively identify this particular estimate.
  
77. **View / Change Highlighted Estimate** when clicked will also bring you to the **Part Detail** estimating screen. You will automatically be in Part 1, with the option of **adding up to 3** more parts by simply clicking on the **Part 2, Part 3, or Part 4** tab. Check the **Include in Total Estimate** Check Box near the top left of the "Part Detail", screen when it opens. The default **Qty** will be inserted on opening and you may enter a new

quantity, or simply tab to each successive Qty and enter up to 4 different quantities.

## **Automation at its Finest**

### **Press Select**

Press select works best when you have loaded the largest press in each category in the default section, or when ready to use press select [PS Tab on the Estimate Form] install the largest press. Next select the PS Tab and then click on Select The Best Press button at the bottom. You may have to wait a few seconds depending on the speed of your computer and how many parts are activated. After the values and selections appear you will notice that each active part may contain different selections depending on the total number of presses in your plant,

This information will now be a guide if you wish to select a different press that is available, or keep the original.

78. **Defaults** have pre-set most of the opening items, so all you need to do is familiarize yourself with the easily accessible options.

79. **Strip Format**, preset in the defaults, allows you to select Book, or Units. Book is to be used for publications, catalogs, yes and even books and this option is probably one of the easiest to use functions of the Estimator™ program, as it automatically performs almost every required function. If you select the Book option, you can now enter the No of Pages. If you use the spin button you will notice that it increments in steps of 4 pages, as we all know that a stitched book must have a fold to stay

together. Estimator™ instantaneously calculates all of the digital or required film if used, selected proofs, folding and stitching requirements paper layout, stripping instructions etc. Note: Do not worry, if film is supplied, select that option. You also have imaging output for single or full sheet or you have direct to plate or “CTP” [Computer to Plate]. Estimator™ easily handles all of these options automatically.

80. **Stock Option** will automatically calculate the M weight and the stock cost for all the available options, Text, Cover, Tag, Index and Vellum Bristol [VB]. Select the category and enter the Basis Wt., The cost/#, and the sheet size used. Select the stock of your choice and Estimator™ does the rest.

81. **Sheet Size & Number** Out performs a wide variety of tasks. Once you have selected the page size for Book or the flat size for a Unit you will see that you have been provided with the best option that Estimator™ always selects. There is also Press Max, which shows the maximum press capacity, and if that number is larger than “Used” you may improve your performance by entering a larger sheet of paper to maximize the press capacity, or by selecting the Sheet-wise option marked “SW”. Note: If you are in Book and it is oblong [the shortest dimension stitches] Check Oblong Book, and ESTIMATOR™ will reconfigure the press layout the folding and stitching as well.

82. **Stock Sizes** button allows you to quickly select from our standard list and your preset additions of an unlimited number of sheet sizes that you would frequently or infrequently use.

Remember when you select a new size, ESTIMATOR™ reconfigures ALL options including layout, CTP, film, plates, folding, stitching, and all costing and stock usage associated with your choice.

83. **Override Auto Number Out** allows you to do exactly as the title indicates. The purpose might be for allowing extra large unprinted borders for wrapping or mounting, special effects related to art reproductions, or simply to allow sufficient extra stock around heavy solids to prevent undue stretching or shrinkage of the stock. To activate, simply click in the box and then enter your selection. [8 out indicated on a 23 x 35 sheet, but you want 4 or 5] I have needed this option in the past and it comes in handy every now and then. On the Create/Edit Estimate window, in the 'Sheet Size & Number Out' section, you may increase the number out to compensate for Nesting, by checking the box 'Reduce Number Out' and placing a minus number in the accompanying box. After updating you can view the number used to determine if you have the proper setting. You may also reduce the number out as explained above on a sheet for specialized applications.

84. **Stock:** From the **Basis Weight**. Drop down list you may select any existing basis weight, or you may go to **Paper** in the **Plant Data** section and enter as many selections as you need. You may also edit the list from this location, and under equivalents, next to specialized entries such as 10Pt C1S you may enter 80#, and 86# for 10Pt C2S. This will help you to enter the proper basis wt for standard unlisted specialty items.



85. **Stock \$ Per Pound**, as with all entry controls this may be typed in directly once the box is highlighted, or changed using the spin button. It is important to notice that as you change the price per # for the selected basis weight, the price per 1000 sheets automatically changes, as this is based on the previously entered sheet size. Note: If you only have available the cost per 1000 sheets, you can run the price per # up or down to match your requirements.

86. **Stock Supplied** when checked enters a zero cost for the sheet used, but does add in your handling charge, which was pre-set in the defaults. This is an additional safety factor to recapture all required costs even when the customer or a broker supplies the stock. It is important to remember to properly enter the Stock Option i.e. Text, Cover, Tag, Index, VB etc. as well as the proper basis weight so your recapture will be accurate.

87. **Extra Stock-Sheets / Form**, comes in handy for very touchy jobs on specialized stocks such as plastics that may require short lifts, and extra make-readies. It is also handy when you must buy even cartons, so you are sure that you are properly charging the client for that requirement. You may also use the 'Add•%•Spoilage'•just•below•the•extra•stock•per•form,•and•this will add an equal % to all quantities. This may be necessary for finishing operations that require additional waste sheets.

88. **Ink** Details button provides you with a variety of choices, ink categories•and•coverage's,•as•well•as•easy•Metallic•Ink•options

for all colors individually. If a job is a turn or tumble, [automatically calculated for you] the ink section recognizes these differences, and gives the minimum number of choices regardless of the colors per side. It also figures the coverage as in 4/2 correctly while recognizing only a total of 4 plates are required.

89. **Cost Adjustment Description and Amount** may be entered here. You may either ADD or DEDUCT, and type in your explanation in the provided area. Suggestions might be, a deduction for partially provided proofs and additions for specialized difficulties and highly complex jobs, or special overtime and or traveling expenses associated with this particular job.

90. **% Applied:** This allows you to allocate the percentage of the added amount to the estimated cost of the amount added so the Part Detail will accurately reflect the cost and profit on the estimate.

91. **Part Info Check:** Located in the upper scrolling window, to the right, is one of the most valuable tools in the ESTIMATOR™ program. This instantly shows all major component results and configurations, such as # of SW and WT forms, how many pages or units out and their multiples. The total # of plates required, for the 3 of different available levels used in the calculations, the total amount of required stock, and how the WT forms are configured. By checking the Del.Fm.1 or and Fm.2, you can instantly check to see the most cost-effective configuration. This is a must to check with all estimates! A

special feature Extra Units or Extra Pages show up in yellow to alert you to the fact that there are some empty spaces on the form that could be filled in with some additional jobs.

92. **Prep:** This important section provides most of your major prep options, if you are using **In House** prep or **Outside** services. Remember that ESTIMATOR™ provides for an unlimited number of services per part as well as per estimate. For additional Services, click on the Services button, which can be found at the top of each part detail for more on services see below.
93. **CTP/Film Options** are preset in the defaults for convenience, but may be changed as required by making your selections from the available options. If you have selected One-Piece Film or CTP, then the stripping options to the left will most likely NOT be used.
94. **Direct to Plate:** This process is handled by checking CTP and changing the Plate Charge, in the press data entry location, to include you electronic imaging and the added plate cost. *(I.e. If your normal selling price after mark-up for stripping materials, the plate itself, and the make-ready is \$100, you might increase that cost to between \$150 to \$200 to reflect the capital investment, the elimination of the standard film costs and all associated stripping and plate burning expenses.)* Since ESTIMATOR™ automatically calculates all necessary plates, this 'Direct To Plate' process is easy to accommodate.
95. **Proofing** Just check the selected items you want to present

and ESTIMATOR™ delivers the total costs from your presets. These values can be changed in the **Prep** section accessed from the **Plant Data** Button on the **Master Control**.

96. # **Digital Proofs:** There are 2 types! 1. "Digital Color Proof 11x17" is really a color copy in a 2-up format, which you may want to charge \$10 to \$20 for each. You must understand your own cost set up for this item, such as are you producing a full page or are they produced in 2 page increments or single pages. You enter your costs in the Prep Data section, and the rest is simple math. How many digital proofs do you want to provide and ESTIMATOR™ does the rest. 2. **Digital Proof.** This is calculated on a per square inch basis and we have given you a starting value. Remember that this option which is usually used with CTP format, is not based on the number of colors as is the Color Keys Or Match Prints, but on the total number of square inches of the final proof size. These values can be changed in the **Prep** section accessed from the **Plant Data** Button on the **Master Control**.

97. **Coatings** Aqueous, UV or Varnishing: This is a completely automatic feature that automatically includes the total number of wash-ups, plates [if required] or no plates for overall, for however many forms are required even in book. If you wish to coat only 1 side of the sheet, then you must be in SW, selected at the top in Strip Options. If you do wish to select 1 side only when you select SW, the Coat 2 Sides option becomes active, and you may then UNCHECK the box.

98. **Cut Job:** Another auto feature of cutting is that it compensates

for bleed and non-bleed jobs, and also compensates for the single cut only required on bleed jobs for the outside 4 sides. Cutting is also sensitive to the type of material cut and if you switch between Text and Cover you can see the price change on the Internal Report.

99. **Fold this Part:** Checking this box, in Book mode sets all folding calculations, which are totally automatic. In Units, you must enter the final size, and the rest is handled by ESTIMATOR™.•You may also fold more the 1 out in Units mode, and you may accomplish this by running the spin button to the desired number or manually entering the number folded at the same time during the same pass. Once again your pre-settings kick in and include slitter setup, plus your pre-selected premium for handling the multiple take off. Please note that you may manually add an extra fold or section, as compensation for unusual or difficult jobs. Watch the price change so you can judge the results as you make these additions. In book mode the price shown for folding per part is the total for all forms folded. Example: A 28-page book, 16 pages per form creates 16, 8 and 4 page forms. Each form is calculated separately and added to give you the total cost for folding per M for the 28-page book.

100. **Binding:** Full automation here includes all necessary pockets for the selected job. In this selection you may use either of the 2 preset options, Stitch or Perfect Bind. Once again you may enter additional pockets for supplied envelopes, drop in cards, or for the degree of difficulty on complicated jobs. This may also be used to add a cover if your equipment has a cover

feeder, as it saves a complete setup that may be incurred if selected within the part where the cover is calculated.

### Misc. Operations:

101. **Padding** is truly spectacular as your selection of the number of leaves per pad triggers 2 separate events. It captures the required amount of chip by actual size used, and also includes the per-thousand padding charge to give you an extremely accurate result.

102. **Round Cornering** is simple enough, just select 1 thru 4 and the set-up and the per-m charges are completed

103. **Drilling** is easily achieved by just selecting the number of required holes, and ESTIMATOR™ does all the rest. If you are concerned about Books of Catalogs with multiple pages, worry not, as ESTIMATOR™ figures the number of pages and leaves in the book and completes the calculations in a fraction of a second.

104. **Manual Edit Mode**- Stock description Below, allows you to add, in the Stock Description box any changes you would like to appear on the purchase orders, and on the Job Work Ticket.

105. **Services:** Click on the Services Button on the active part, and a whole New World unfolds which allows an unlimited number of 'In House' and 'Outside' services to be selected for your estimate. This form also creates the necessary PO form

for the services, and automatically combines them by vendor, complete with Job #, set up, and cost per M pieces or sheets, or a flat price. You may also have an unlimited # of a combination of services for all 4 parts, and attached to those parts. This is done in case you wish to delete a part, then all of the attached services for that part are held in suspension until you turn the part on by clicking in the box.

106. **Services special Feature:** When adding a new service you may also enter the **Setup** charge and the **Running** charge either for Job quantity of Sheet Count. When the item is selected the prices are automatically loaded, along with the source and the appropriate markup if outside. You may also change any of the preset pricing during the quote or go back and edit the values with their new permanent change.

107. **Adding a New Service:** Click on the **Services Part #** button and open the easiest way to add into your estimate an unlimited variety of services.

108. **Vendor:**•The•vendor•drop•box•in•the•Service•window•let's•you select•any•vendor,•and•you•may•add•into•the•Vendor's•Services Offered Box, all of his services along with a listing of his charges for easy referencing. Notice that when an outside vendor is selected the OUT SERVICE BOX checks on automatically and your internal markup for his services is automatically added. Vendors may be added or a value changed, and is accessed from the **Master Control** using the **Vendor** Button.

109. **Select from Service List** contains all of the preset services.

You may also highlight that box, type a new service into it, enter and load a new service for future use. How easy can this be? Remember that if you enter a new service check to see that a price has been entered for that service. It is easy to reopen the service window and then enter the price information for the new service.

110. **Pricing Method for services:** Select one of the two options then in the area below, then enter the **Setup** cost and the **Cost/m** pieces. All quantity levels are completed along with any markups for outside services. You will note that the **In House** charge is at the selling price, and a preset imputed profit on **In House** charges shows for the various parts. You may also change the Out Services or the **In House** margins in the **Defaults**. After Save and Close you may continue to add as many services by repeating the same routine.

111. **Unit Price Estimator** is a helpful tool if your supplier provides at least 2 different quantities and 2 different prices. Enter them both in the appropriate locations, and then read the Setup and the Price / M. You may then insert this information in the proper boxes on the services form to complete your entry. Each different item can be calculated with this tool and the values appear as soon as the item is highlighted in the Services browse. If you are supplied with more than two-price levels, always use the lowest and the highest for greater accuracy.

112. **Stock Catalog** allows you to select from an unlimited number of suppliers and from their catalog any stock and preset price



by simply clicking on the Stock Catalog button in the “**Plant Data**” section on the “**Master Control**”, and then double clicking on your choice. All entries from this point are automatic, including writing of the PO’s for each selected stock and vendor, as well as entering the proper descriptions throughout all of the forms.

113. **Reports Menu** allows you to review each available report and print out a copy. For speed you may select all, and when you have exited out of a specific report by either printing or clicking on the X, you may then select the next available report in the sequence for review. You may print out the report or create a PDF and you can also call the e-mail send box and transmit the PDF quote directly to your customer.

114. **Adding an Additional Part:** Click on the desired tab button, check ‘Activate This Part’ and proceed as in part 1, as all functions are identical.

**NEW features include: Forms option, Front Desk, Dutch Book option, and many more. Unlimited service and instructional calls are included.**

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