**Training Tool: Turnaround Time Expectations**

**Purpose**

To ensure clear communication of deadline expectations to clients upon order request.

**Production Timelines**

* **Prepress:** Approximately 1-2 business days.
* **Standard Print:** Approximately 5-7 business days after proof approval.
* **Standard Promo:** Approximately 12-14 business days after proof approval.
* **Reorder:** Approximately 3-5 business days.
* **Now Print:** Approximately Less than 5 business days after proof approval.
* **Now Promo:** Approximately Less than 12 business days after proof approval.
* **No Flex:** Event-driven due dates outside standard production timelines (e.g., Reveal Installs, Coozies for a Golf Tournament, Raffle Tickets for a Raffle, etc.).

**Note:**

You must always ask the client “Does this work for you?” This question will allow the client to inform us if they have an expected in hands date.

* If they reply “no I need this \_\_\_\_\_\_\_\_”. That is your queue to set that project as a Now or NF depending on the item and date.