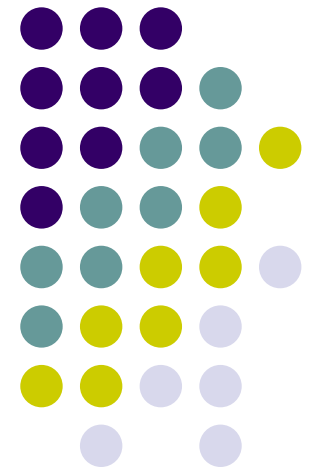


# Working with Printers: Know the Lingo

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# Working with Printers

- Terms You Should Know
- Paper
- Tips for Cost Effective Printing
- Spec Your Job



# Terms You Should Know

- PMS: The abbreviated name of the Pantone Color Matching System.
  - Utilizing specific colors for your print job
  - Particularly an issue with logos
  - Good if color has to be exact



# Terms You Should Know

- **4-color-process:** The process of combining four basic colors to create a printed color picture or colors composed from the basic four colors.
  - Process colors are Cyan (blue), magenta (process red), yellow (process yellow) and black (process black).
  - Utilize when printing color images
  - 4/4 = prints in 4-color on two sides
  - 4/0 prints in 4-color on one side

# Terms You Should Know



- **Bleed:** Printing that goes to the edge of the sheet after trimming.

# Terms You Should Know



- Flat size: Size of printed piece before any folds
- Finished size: The final size of the printed piece after the folds.
  - Ex. 11x 17 flat, folded to 8.5x11 would have a finished size of 8.5x11



# Terms You Should Know

- **Fold:** to bend over upon itself.
  - Most common folds:
    - Half fold
    - Letter fold (tri-fold)
    - Z-fold
- **Score:** A crease put on paper to help it fold better.
  - Only used on cover weights



# Terms You Should Know

- **Bind:** To fasten sheets or signatures with wire, thread, glue or by other means.
  - Saddlestitch
  - Comb Bind
  - Perfect bind
  - Wire-O binding

# Terms You Should Know



- **Self-cover:** Using the same paper as the text for the cover.
- **Plus cover:** Using two different weights of paper for the cover and text pages.
- **Die:** Metal rule or imaged block used to cut or place an image on paper in the finishing process.



# Paper: Types and Weights

- **Cover paper:** A heavy printing paper used to cover books, make presentation folders, etc.
  - Ex. 80# Cover Weight
- **Text paper:** Grades of uncoated paper with textured surfaces.
  - Ex. 80# Text Weight
- **Offset paper:** Term for uncoated book paper.
- **Bond paper:** Strong durable paper grade used for letterheads and business forms.



# Paper Finish

- **Coated:** A clay coated printing paper with a smooth finish
  - Gloss
  - Silk
  - Matte
- **Uncoated:** Paper that does not have any kind of coating applied. Has a rougher finish and absorbs more ink.
  - Laid
  - Smooth
  - Linen
  - Specialty

# Tips for Cost Effective Printing



- **Gang-run jobs**
  - Getting the most out of a printing press by using the maximum sheet size to print multiple jobs on the same sheet.
- **Use existing die**
  - Ask your printer if they already have a die made that you could reuse
    - Ex. Business card slit, standard pocket folder

# Tips for Cost Effective Printing



- Keep your fold simple
  - The more folds a piece has the more time it takes which means more costs
- Print larger quantities
  - The unit cost goes down as the quantity goes up.
  - Avoid printing less than 500. If you need small quantities, consider printing digitally.

# Tips for Cost Effective Printing



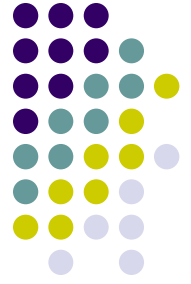
- **Print without a bleed (depends on piece size)**
  - Often when there isn't a bleed, printers can utilize their smaller, less-costly presses.
- **Print in one or two colors**
  - If the piece doesn't contain images consider printing in less colors.
- **Ask printer to quote with their house stock**
  - Try to use house stock if possible; special order paper will increase the cost of a job

# Tips for Cost Effective Printing



- Ask printer if they have leftover paper
  - Often printers will have small batches of special paper left from a previous order and will give it to you at a discounted rate.
- Make sure files are prepared correctly
  - If the printer has to make changes to your files charges can be incurred.
- Talk with your printer for suggestions

# Spec Your Job

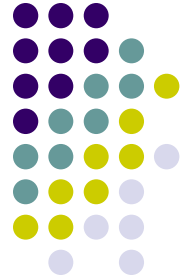


- Things that should be included on your quote request:
  - Size - number/type of fold, trim size, etc.
  - Paper finish and weight
  - How are files being supplied, ex. Disk, FTP site, email
  - Include file format/program
  - Ink options (4-color, 2-color, etc.)
  - Whether the job has a bleed
  - Type of binding
  - Packing (shrinkwrapped, banded)
  - Quantity
  - Included in special instructions or delivery requirements

# What Happens Once Your Files Go to the Printer



- **Match Print Proof:** High resolution color proof that is an exact representation of final printed color.
- **Blueline Proof:** Low resolution color proof that is used to demonstrate folds, page positioning and trim.



# Questions?

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