

Print Demystified.

Common Print Terms

Offset Printing

Traditional printing. Best suited for cost effective, large volume runs.

Digital Printing

Best suited for quick, small volume runs. Prints full color and double-sided. Also used for variable printing and mailing needs.

Grand Format Printing

Used for oversize prints; such as banners, floor and window graphics.

CMYK

Abbreviation for cyan, magenta, yellow and black; the four process colors used in offset printing.

RGB

Abbreviation for red, green, and blue; refers to the system for representing the colors to be used on a computer display.

Pantone Matching Systems

PMS for short, is a popular color matching system used in the printing industry to print specific spot colors.

Bleeds

When your artwork extends beyond the trim lines of a printed piece. Offset printing generally requires a bleed size of 0.125".

Wet Trapped

A second pass of printing on top of printing that may still be wet.

Dry Trapped

A second pass of printing through the press after inks have dried or cured, usually after several hours of dry time.

Common Fold Types



Bi-Fold
4 Page



Roll Fold
6 Page



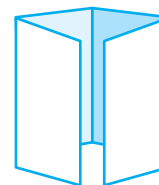
4 Panel Roll Fold
8 Page



Gate Fold,
6 Page



Accordion Fold,
6 Page



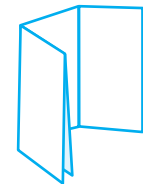
Double Gate Fold
8 Page



4 Panel Accordion Fold
8 Page



French Fold
8 Page



Parallel with Roll
12 Page

Common Types of Finishes

Aqueous Coating

Aqueous coating is a clear, fast-drying, water-based coating that provides more substantial scuff resistance than varnishes. Aqueous is typically applied to the entire printed piece.

Commonly available in **gloss, matte, satin and soft touch.**

UV Coatings

UV coatings are applied to the printing surface and cured by UV light. Typically used as a spot application where only specific parts of the piece get the UV coating.

Commonly available in **gloss, matte, satin and other specialty finishes.**

Varnishing

Applied on press like ink, varnishes are used to protect a printed piece or to add a visual effect. Varnish can be flooded across an entire sheet or spot applied where desired.

Commonly available in **gloss, matte, satin and other specialty finishes.**

Foil Stamping

Foil stamping is the use of a malleable metallic material applied to the print surface by using heat and pressure. The result adds reflective properties to various elements of your printed piece.

Letterpress

A type of press that can be used for printing a variety of special effects including embossing, debossing, textures, die-cuts, type and other kinds of impressions.

Embossing

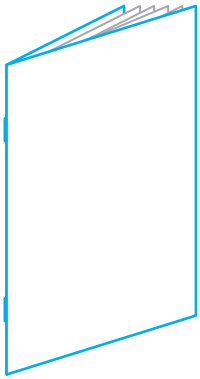
Embossing refers to raising parts of the page for emphasis and texture.

Debossing

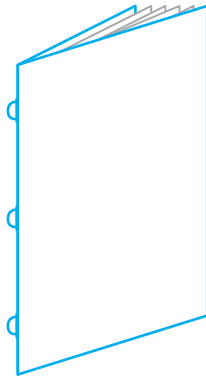
Often seen as the opposite of embossing, debossing depresses or indents certain portions of the page.

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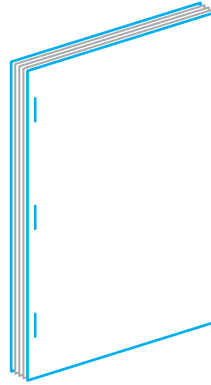
Common Types of Binding



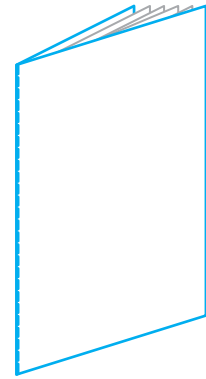
Saddle Stitched



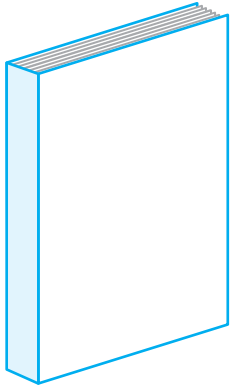
Loop Stitched



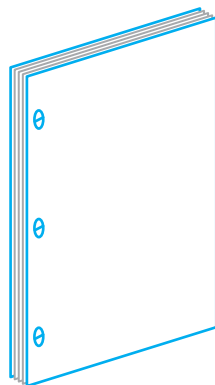
Side Stitched



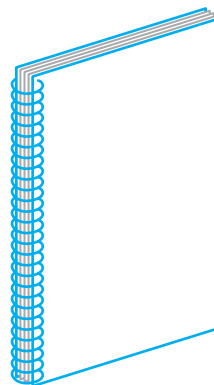
Sewn Bound



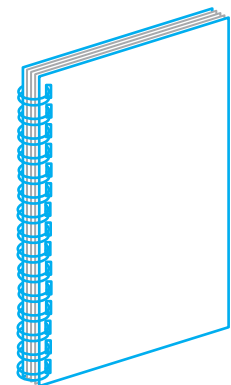
Perfect Bound



Screw Bound



Spiral Bound



Wire-O Bound

Pressworks Services at a Glance

ⓔ Offset Printing
Pressmen with generations of combined experience operate our G7 Certified offset presses.

Digital Printing
Ideal for projects with variable data, tight deadlines or short print runs.

*** Grand Format Printing**
Our Vutek GS31xPro9, with state-of-the-art LED curing system, produces large, high-quality pieces.

» Fulfillment
We cut it, glue it, bind it, fold it, pack it, kit it, mail it and install it— then we'll warehouse it, stuff it and deliver it.

Distribution
Whether it's fresh off the press or warehoused for distribution through your custom web store, we are masters at making sure your product gets where it needs to be.

» Mailing
Our mailing services include: insertion, ink jetting, tip-on, and jumbo envelope stuffer.

Finishing
From the latest equipment to our world-class team of hand bindery experts, anything your product requires is doable and exceptionally finished.

There's so much more print can do!

At Pressworks, we offer a broad spectrum of solutions and services. To learn more, contact a Pressworks representative today.

Call **614.873.8129** or email **info@pressworks.us** for more information.