

fact sheets

the farmout guide to everything you wanted to know about design but were too afraid to ask

design facts

1

printing facts

2

paper facts

3

glossary

4

Key Printing Facts 1

Processes of Printing

Digital Printing

The term used to describe any printing technique which does not involve the generation of film to print e.g. inkjet, laser print. It is generally more cost effective for short print runs. The image quality and colour may be inconsistent however.

Offset Printing

The most common commercial printing method in which ink is transferred from the printing plate to a rubber roller, then to paper. It produces a flat image and is cost effective for large print runs. The image produced is of a consistent quality.

Computer to plate (CtP)

Computer-to-plate is the process of transferring digital data from computers directly onto printing plates, hence the term computer-to-plate. This process eliminates the need for film and chemical proofs by utilising PDF files. Digital proofs are produced for colour matching.

The benefits to the client flow directly from:

- increased print quality
- faster job turnarounds
- faster preparation for printing and
- a reduction in time and materials used.

Proofing

The examination of a proof supplied by the printer to check that no elements have been altered in the plate set up and that the plates are aligning properly to correctly produce the finished printed image. This stage happens before the plates are set up on the press.

Cromalin Proofs

The industry standard in colour proofing when jobs are to be printed using film and plate technology. Recognisable by their appearance, they are printed on a thick, glossy stock with colour bars and proofing marks.

Digital Proofs

These proofs are generated from files and printed on laser technology. Refer to digital printing.

Press Checks

The examination of the first printed sheets from the press to check for any printing problems that may need to be resolved before full production takes place.

Colours for Printing

Pantone Matching System (PMS) or Spot Colours

A spot or PMS colour is an international colour coding system for special premixed ink to create a consistent colour. Use spot colours when few colours are specified and colour accuracy is critical.

Each spot colour requires an additional printing plate for a printing press, thereby increasing your printing costs. Spot colours do not apply to digital printing.

CMYK - 4 Colour Process

Cyan (C), magenta (M), yellow (Y), and black (K) are the four basic colours of ink used in digital or offset colour printing.

Images for Print

Refer to *images for design* on Farmout's Key Design Fact sheet 1.

Specialised Print Finishes

Die-cutting

The process of using specially designed cutting tools to create custom shapes or cutouts in printed materials.

Foiling

Foil stamping uses heat and a heat activated foil to impart an image onto the surface.

Embossing/Debossing

Embossing leaves an image raised on the surface of the sheet.

Debossing leaves an image indented on the surface

Varnishing

A varnish is an unpigmented ink film applied to the unprinted sheet or over-varnished onto ink already applied. Varnish may be an overall application or spotted only onto the inked areas, (spot varnish).

Overall varnish is recommended for sealing a job. Varnish may be gloss, matt or satin.

Celloglazing

Coating used on paper to enhance its appearance and durability. Can only be used with solid or strip coverage, not in 'spot' applications. A similar process to laminating, it is most commonly used on covers and folders. It is available in gloss or matt applications.

printing facts

Key Printing Facts 2

Processes of Folding

Gate Fold

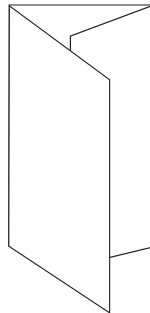
A term used when both sides of an oversize page fold into the gutter in overlapping layers.

Concertina

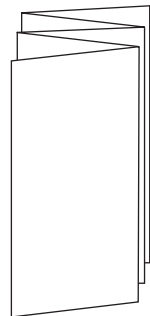
A term used for two or more parallel folds, which open like a concertina.

Roll fold

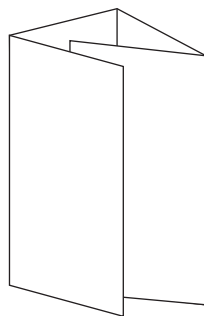
A term used for 3 or more panels which fold in on each other.



Gate Fold



Concertina Fold



Roll Fold

Processes of Binding

Spiral Binding

Made of either plastic or wire, spiral binding allows the printed document to lie flat and to double over. You cannot add pages to documents once they are spiral bound.

Saddle-Stitching

A method of stitching together documents; they are opened over a saddle-shaped support and stitched through the back. Saddle stitching is a good choice for binding documents with not many pages.

Perfect Binding

A process whereby single sheets are stacked together, the binding edge is ground to create a rough surface, and adhesive is applied. A cover is then wrapped around the pages. Perfect binding is well suited for use with books, thick magazines and annual reports.

Burst Binding

A method in which the sections are 'burst' by being punched through the spine to allow the adhesive to link the paper in each section, and the sections to each other. Burst binding is more durable than perfect binding because glue is rolled onto the spine and forced through the perforations so that the book is securely held together.



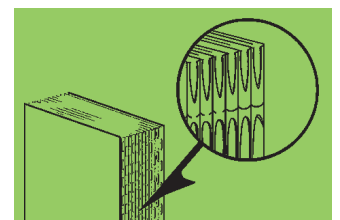
Spiral Binding



Saddle-Stitching



Perfect Binding



Burst Binding

printing facts

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