



Your P.R Print Planning Guide 2015

To get a print quote, we need to know the **stock, quantity and finish** of your final item. If you aren't sure, talk to us. There isn't much Steve and the team don't know about printing. We often test him out with a new print question (we google tough ones) but sadly, he's still winning.

Print finishes

Offset printing

Ink is transferred from a plate a rubber coated pad that is mounted on a cylinder of an offset press. It receives the inked image from the plate and transfers it to the surface to be printed. Typically this is the commercial print process for high quality finishes and big print quantities.

CMYK Colour

CMYK is the abbreviation of cyan, magenta, yellow and key (black) – these are the four process colours.

Spot Colour

Once known as PMS colours, now known as Pantone Matching System. This is the process of printing only one ink instead of printing four-colour process. Choose a colour from thousands available.

Varnish

A varnish is applied as a final process, commonly used for magazines and quality brochures for major purchasing decisions – property, jewellery and cars. Also used to prevent setoff.

Stock

Paper stock generally refers to the paper to be printed on. As a guide, standard print paper is 80 gsm.

Business cards are commonly 400gsm and there is a trend for a luxury 600gsm stock. We have a new range 'Splice' which is 600gsm with a colour sliced in between white card.

Binding

Saddle stitching: The process of folding sheets in half, with staples or stitching on the crease. The page count must be divisible by four.

Perfect binding: The process where the signatures of a book are held together with a flexible adhesive.

Burst binding: As perfect binding but with the use of side stitching under the cover

Case binding: Books bound using hard board covers.

Coil binding: Commonly used for reports, proposals and manuals. Can either be metal or plastic spiralled through holes punched along the side of the document. This allows the document to lay flat, and can rotate 360 degrees

Comb binding: Commonly used for reports, catalogues and manuals. Binding the document by inserting the teeth of a flexible plastic comb into the holes punched along the side of the document.

Folding

Half fold – simply fold a page in half.

Z Fold – Each fold opens in the opposite direction to its neighbour, giving a pleated or concertina effect. All the panels are the same width

Roll Fold – The panels fold in on each other to form the finished size. The three panels don't have the same width since we need to compensate for the thickness of the stock. For example an A4 page that is 297mm wide is often folded like this: Panel 3 is 97mm wide, and both panel 2 (back) and 1 (front) are 100mm wide.

Contact us today for more fold ideas.

Glueing

Pages are glued together with adhesive after the printing process.

Celloglazing

A thin plastic film is applied to the print item – gloss, matt or soft touch matt cello.

Diecutting

For unique shaped finishes or special stickers, where you need specific cuts on a print cutter.

Perforating

A line of small dotted holes for the purpose of tearing off part of a printed matter (usually straight lines either vertical or horizontal).

Laminating

Adds a thin clear coating.

Spot UV Varnish

A glossy varnish is applied to selected areas such as an image or logo.

Foil Stamping

A metallic material is applied to give a luxury look.

Embossing

Is when parts of the print surface is raised giving it texture. Adds a professional finish.

Formecutting

A process where heat is applied to a shape and pressed into the stock, to show unique finishes or creases.

Letterpress

One of the oldest printing techniques, where letters or elements are indented. Sometimes known as debossing.

Mounting

Great for signage, where printed item is mounted on corflute, board or foamcore.

Round Cornering

A process to create rounded corners for a special aesthetic effect.

Shrink Wrapping

A layer of plastic is wrapped and shrunk on the items, for protection or presentation.

Top brochure content planning tips

- White space is nice.
- Bullet points break up content.
- Include benefits and solutions.
- Try to use an active voice.
- Personal pronouns are nice too.
- Inject your brand personality.
- Tell a story to excite your audience.
- Make the call to action obvious and easy.
- Avoid cliché stock shot images of people, we're a good looking bunch in Australia.