

**Accordion Fold**

The art of folding paper by bending each fold in the opposite direction of the previous fold, creating a pleated or accordion effect.

**Bleed**

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. Minimum required is 1/8 of an inch.

**Coil Bind**

A type of binding where plastic coil is spiraled through holes drilled along the binding side of a document.

**Crop Marks**

Small printed lines around the edges of a printed piece indicating where it is to be cut out of the sheet. Sometimes referred to as cut marks.

**Die Cutting**

The process of cutting paper into a shape/design with a custom steel rule die (much like a cookie cutter) to create the desired pattern.

**Embossing**

The molding and reshaping of paper by the use of a special metal die and heat, counter dies and pressure, that produce a raised image on the paper surface.

**Foil**

The metal sheet that is applied to paper using the foil stamping process. Frequently gold or silver coloured, but available in many colours.

**Gate Fold**

A three or four-panel fold where the two outside panels fold inward to meet in the centre. In an open gate fold, there are three panels, the bottom of which is twice the size of the folded panels. In a closed gate fold, there are four panels of roughly equal size where the outer panels are folded inward together.

**Indicia**

An image and/or text pre-printed on mailing envelopes in place of a stamp.

**Lamination**

Applying thin transparent plastic sheets to both sides of a sheet of paper using heat. It is effective in providing scuff resistance, waterproofing and extended use. It is available in gloss, matte and soft touch

**Letter Fold**

Uses two parallel folds to create six panels of roughly the same size - three panels on each side of the paper. The outer panels are folded toward each other so that they overlap.

**Make-Ready**

Paper that is used in the press set-up process before the printing run actually starts. Or the process of setting up press or bindery equipment to produce a specific product, including setting paper size, ink density, image alignment, fold sizes, etc., in preparation for the actual production run.

**NCR Paper (Carbonless forms)**

Paper that is chemically treated to transfer the impression from the first page to the subsequent pages. NCR

paper comes in a few colours (white, canary, pink, blue, green, goldenrod) but the standard sequence is white, canary, pink, goldenrod with the exception of a 5 part form, the standard colour sequence is white, green, canary, pink, goldenrod. We can create any custom colour sequence you require.

### **Offset Printing**

The most commonly used printing method, where the printed material does not receive ink directly from a printing plate but from an intermediary blanket that receives the ink from the plate and then transfers it to the paper.

### **Pantone**

A colour matching system used by professional printers.

### **Perfect Binding**

A binding process where the signatures of a book are held together by a flexible adhesive. Example: Novel

### **Preflight**

In printing, Preflight is the process of confirming that the digital files required for the printing process are all present, valid, correctly formatted, and of the desired type.

### **Process Printing**

A system where a colour image is separated into different colour values (cyan, magenta, yellow and black or CMYK) by the use of filters and screens with a software program and then transferred to printing plates and printed on a printing press, reproducing the original colour image.

### **Saddle Stitch**

The binding of booklets or other printed materials by stapling the pages on the folded spine.

### **Scoring**

To crease paper with a metal rule for the purpose of making a clean fold.

### **Self Cover**

A cover that is the same paper stock as the internal sheets.

### **Variable Data Printing**

Is a form of on-demand printing in which elements (such as text, graphics, photographs, etc) can be changed from one printed piece to the next, without stopping or slowing down, using information from a database. For example, a set of personalized letters, each with the same basic layout, can be printed with a different name and address on each letter.

### **Varnish**

A clear coating added to printed material for improved scuff resistance. Also used as a design element. (Matte and gloss options available)

### **UV Coating**

UV coating, or ultraviolet coating, is a very glossy, shiny liquid coating applied to a printed paper surface and cured on a printing press or special machine using ultraviolet light. The coating hardens, or cures when it is exposed to the ultra violet radiation.