

Printing Card

For beginners

Get a better understanding of printing processes and finishing techniques with these definitions and lessons. Improve your printing vocabulary. Take a look at the terminology of printing and finishing.

BLEED

means printing that goes beyond the edge of the sheet after trimming. The bleed is the part on the side of your document that gives the printer that small amount of space to move around paper. Usually it is 3 mm.

CROP MARKS

shows where an image will be cropped



line made by pressing. Allows easy fold of a heavy weight paper.



CREASING

line to allow easier separation of two sections



PERFORATING

Sooner than Later Limited

24 Kill Avenue, Dun Laoghaire, Co Dublin

Tel: 00353 1 2844777, Fax: 00353 1 2842521, Web: www.soonerthanlater.com,

Email: data@soonerthanlater.com

CMYK

to reproduce full-color photographic images, typical printing presses use 4 colors of ink. The four inks are placed on the paper in layers of dots that combine to create the illusion of many more colors. CMYK refers to the 4 ink colors used by the printing press

A mistake often made when submitting artwork for 4-color printing is not converting the images to the CMYK color space. This is needed so that the file can be separated into the four colors, so that a separate printing plate can be made for each of the colors.

C-Cyan



M-Magenta



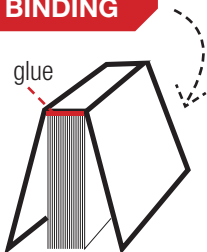
Y-Yellow



K-Black

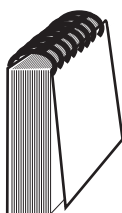


PERFECT BINDING



method of bookbinding where a flexible adhesive attaches a paper cover to the spine of the assembled signatures is called perfect binding. Paperback novels are one example of perfect binding.

comb binding is a method of securing loose printed pages using a piece of plastic with „teeth“ that fit into rectangular holes in the paper. Comb binding is somewhat similar to wire spiral binding.



COMB BINDING

Our services encompass:

- Design, Print & Finishing
- Data-cleansing
- Postcard addressing
- Letter mail-merge
- Envelope supply & insertion
- Poly-wrapping
- Postal sorting
- Despatch & Distribution
- International Forwarding



Direct mail, print, pack & despatch

FREEPHONE: 1800 766637