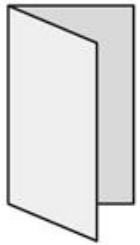
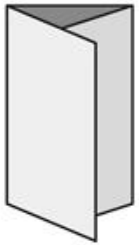
PREPRESS TOPICS IN

Folding, Binding and Finishing

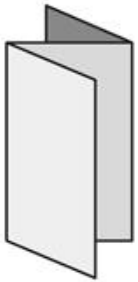
Folding



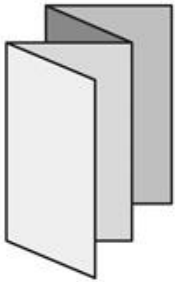
Half-Fold



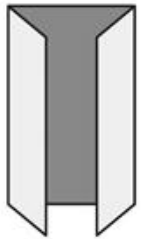
Tri-Fold
(3-Panel Roll Fold)



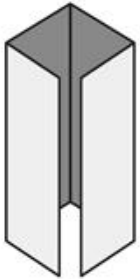
Z-Fold
(3-Panel Accordian Fold)



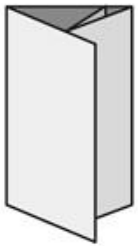
4-Panel Accordian Fold



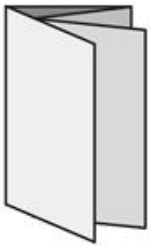
3-Panel Gate Fold



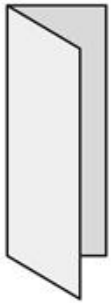
Double Gate Fold



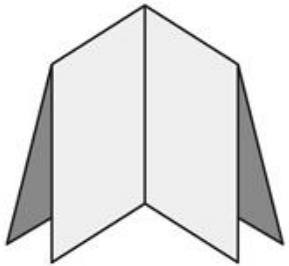
Roll Fold



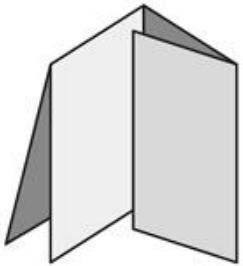
Double Parallel Fold



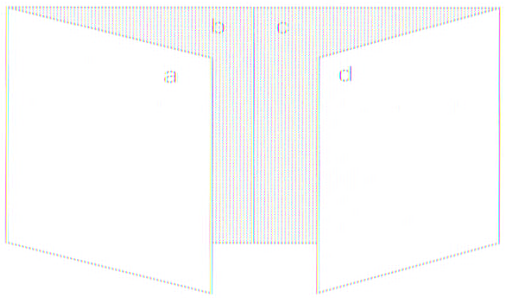
Vertical Half Fold

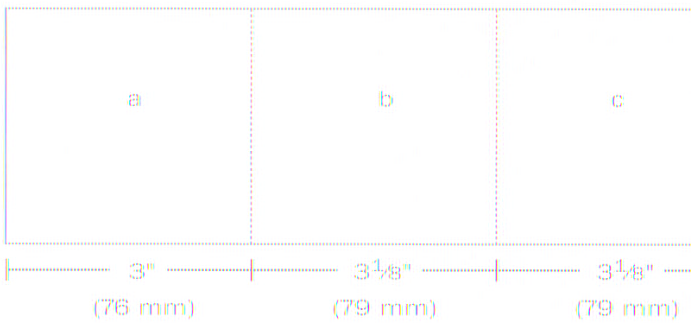


French Fold
(Quarter Fold)

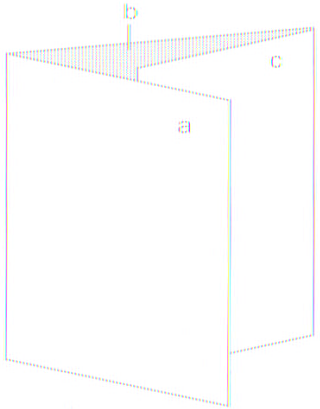


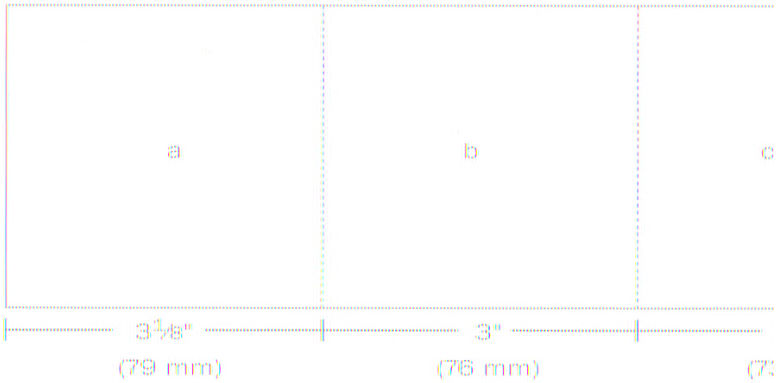
Map Fold





Gatefolds - require an extra 1/8 inch on the outer pa





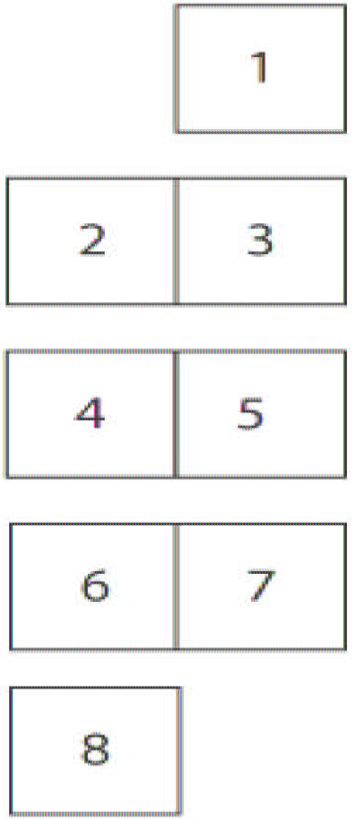
Roll or Barrel Folds - require an extra 1/8 inch for e
fold sequence so that each panel is 1/8 inch larger

Binding

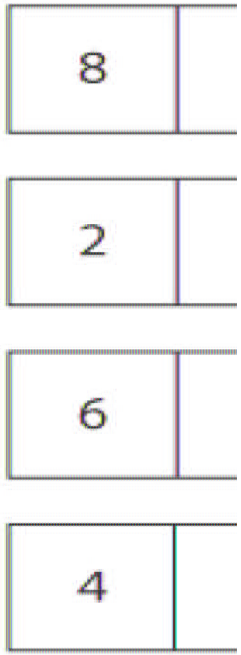
Binding

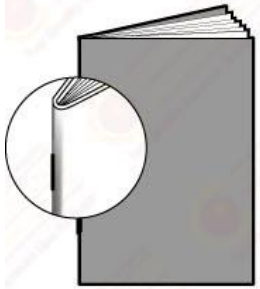
- Common binding methods
  - Side stitch
  - Saddle stitch
  - Perfect binding
  - Coptic binding
  - Tape binding
  - Coil binding

Readers Spread

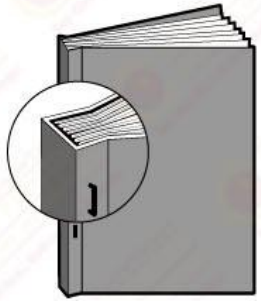


Printers S

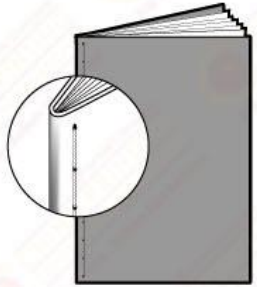




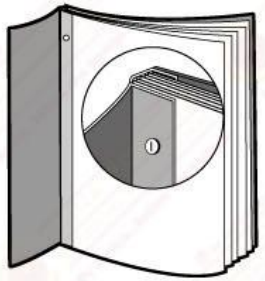
saddle stitch



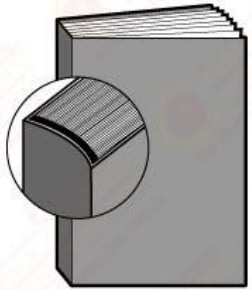
side stitch



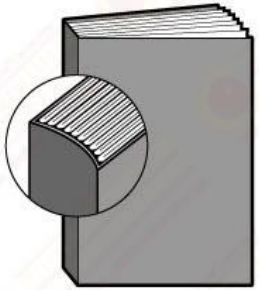
side sewn



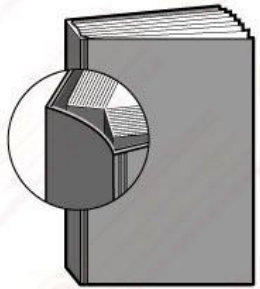
screw and post



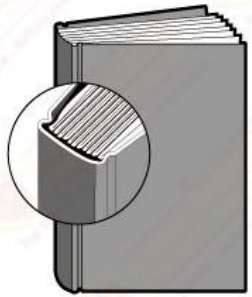
perfect



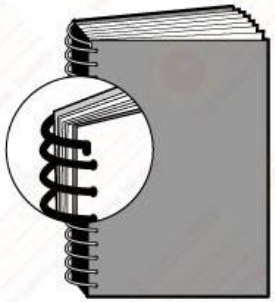
burst perfect



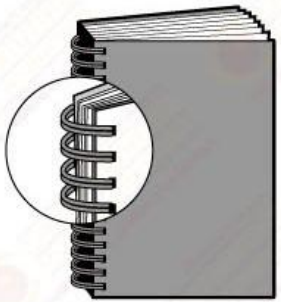
lie flat perfect



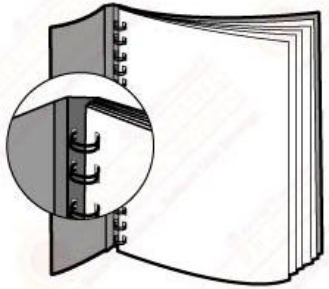
case
(adhesive and smythe sewn options available)



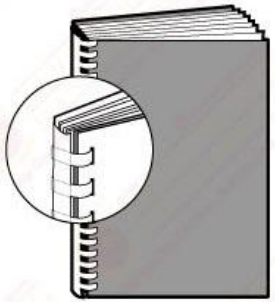
spiral



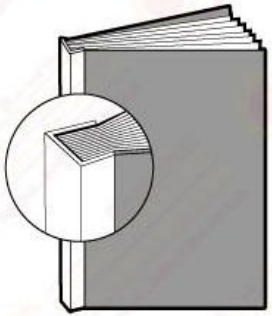
double-loop wire
(Wire-O)



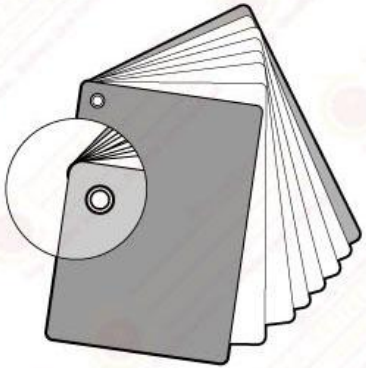
concealed double-loop
(Wire-O)



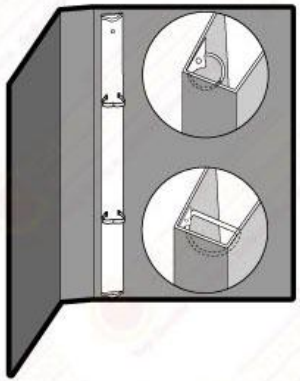
comb



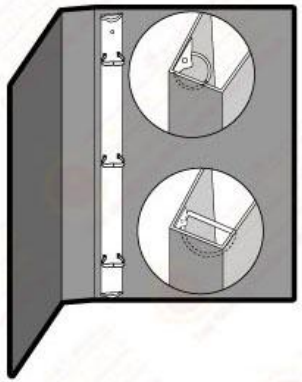
plastic grip



rivet

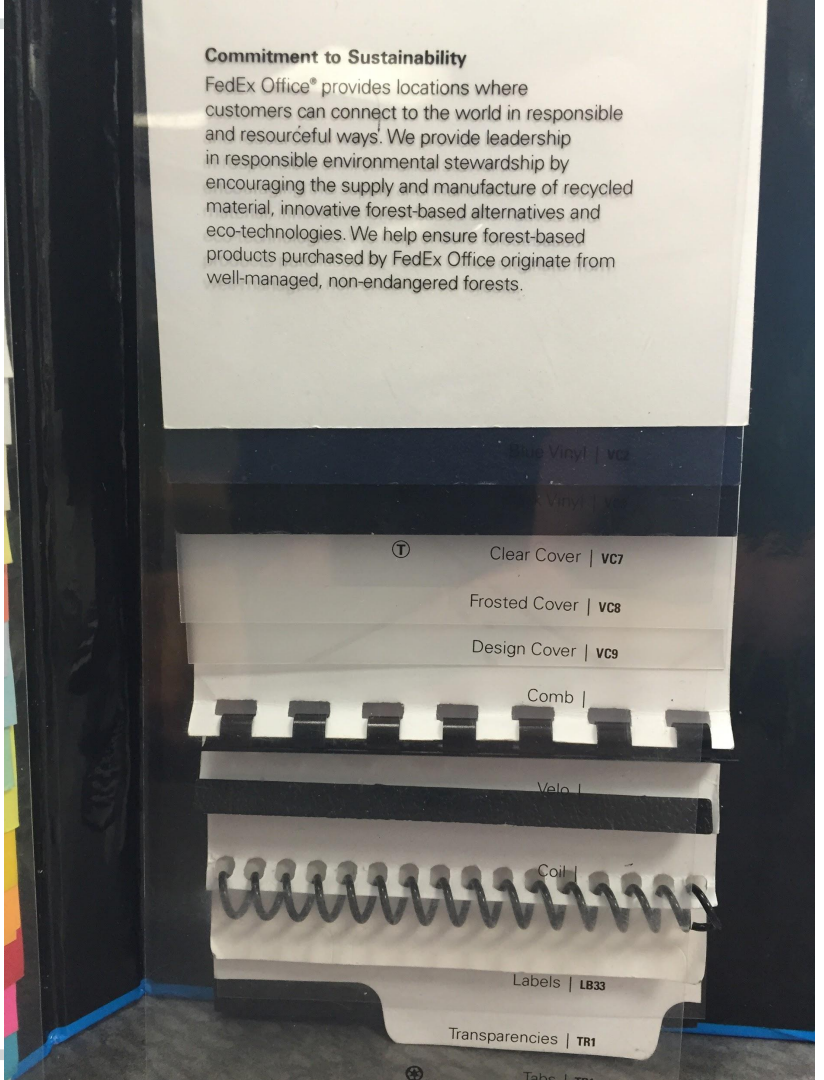


ring
Square or Round spine
with “O” or “D” ring



ring
Square or Round spine
with “O” or “D” ring

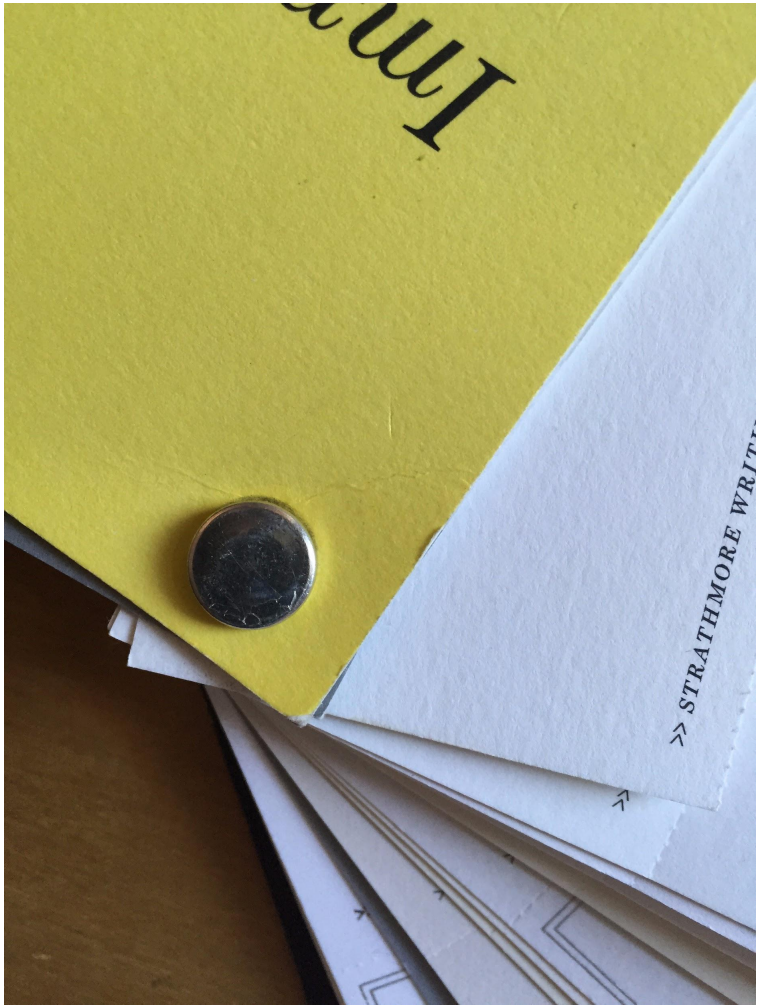
FedEx Kinkos
Binding options



Coptic stitch binding

http://www.underconsideration.com/fpo/archives/2015/08/atypical-type-foundry-specimens-book-vol1.php

rivet
binding

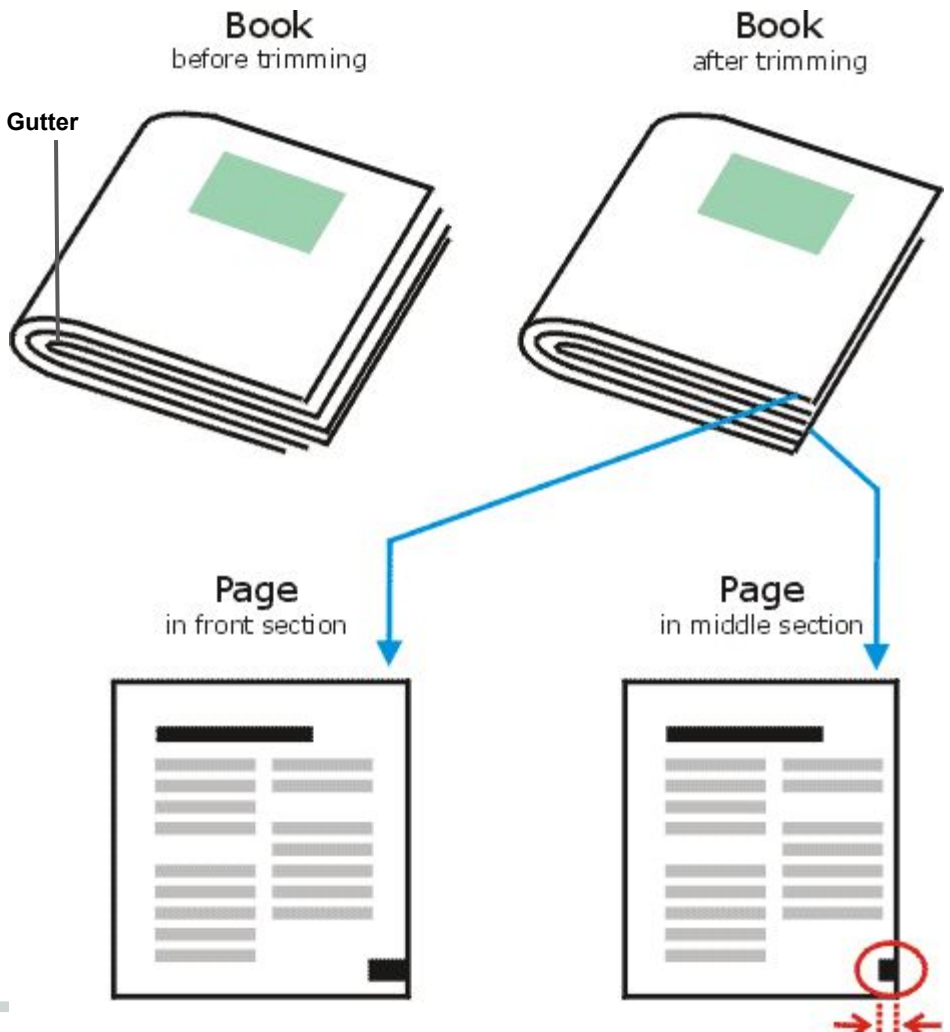


Creep occurs when the pages amass and the interior pages begin to shift out past the edges of the exterior pages.

Binding, paper weight/texture, and page count all affect creep.

Creep can be calculated by your printer or with online tools:
http://www.printgraphics.com.au/index.php/weight-and-creep

Always build a dummy!

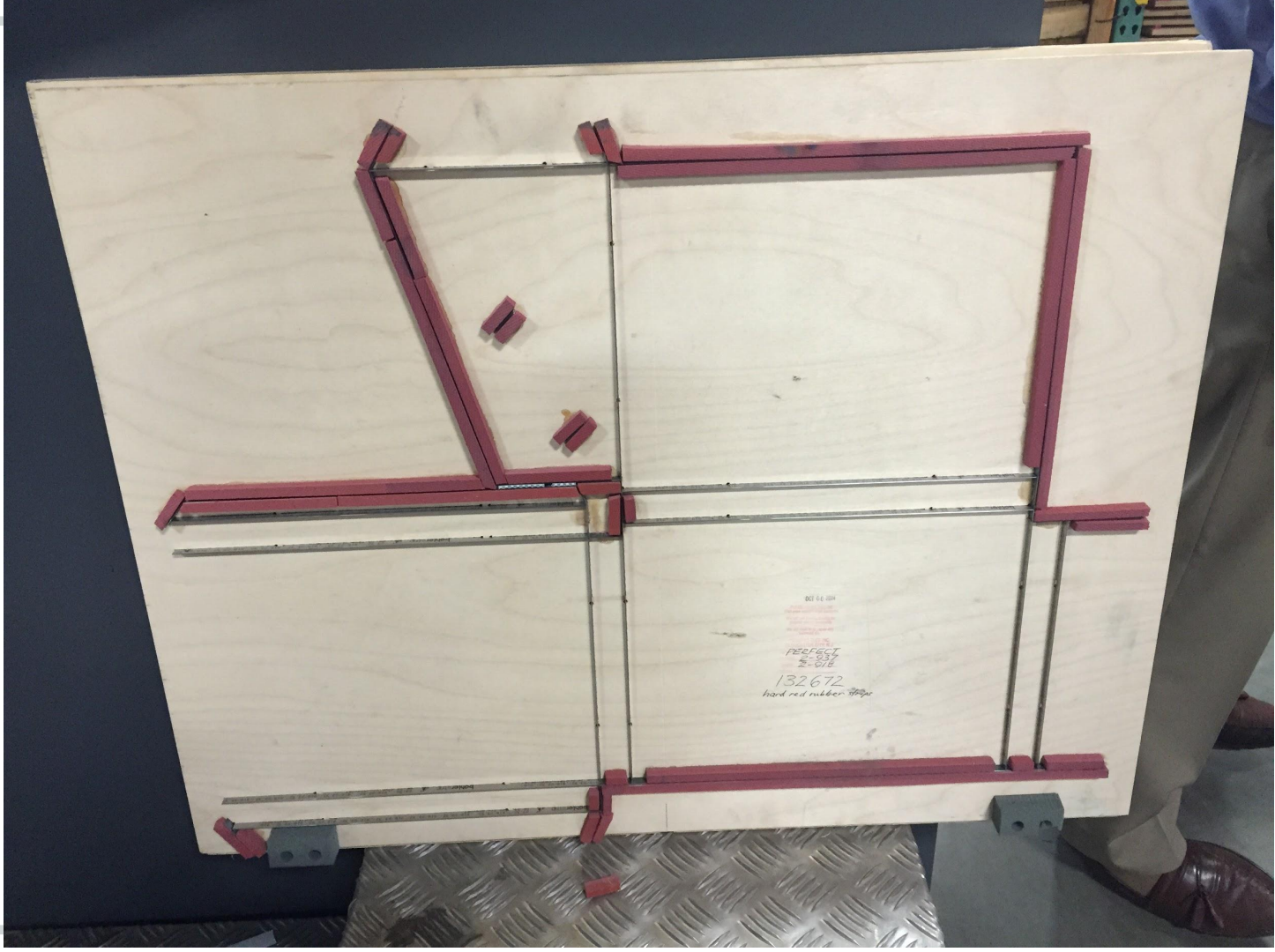


Finishing

Finishing

- Any number of finishings can be listed (from Spec Sheet presentation)
  - Scores
  - Diecuts
  - Perforations
  - Glue/wafer tab enclosures
  - UV coating
  - Perfect Binding, Folds (can be repeated if or listed here instead)
  - Foil stamping
  - Emboss/deboss
  - Laminate
  - Collate/Inserts, (reference other documents/jobs)
  - Mail-merge/Data-variable laser printing

Custom-built
folder
die cut
plate

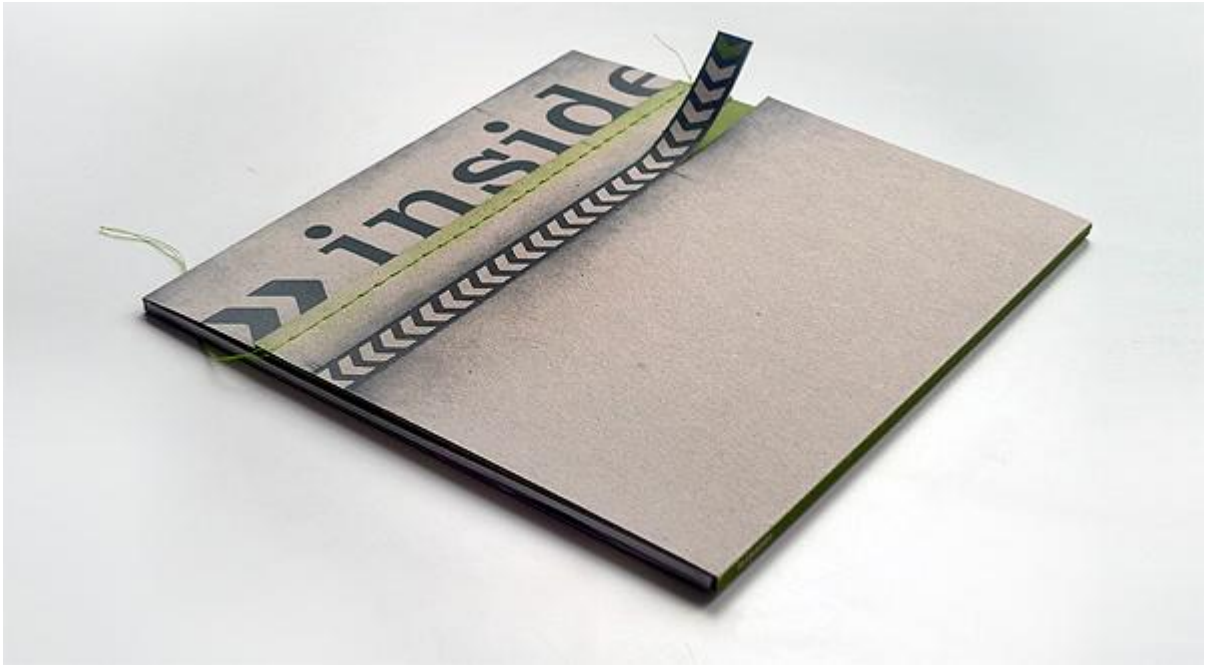


die cut
business card

packaging with
scored folds
Debossed cover
Embossed interior

http://www.underconsideration.com/fpo/archives/2011/01/kc-design-promotional-portfolio.php

Chipboard
CMYK
portfolio book
with perforated opening



http://www.underconsideration.com/fpo/archives/2011/01/kc-design-promotional-portfolio.php

Paper Coating

Paper Coatings

- Varnish
  - Widely used protective coating due to low cost, flexibility and easy application
  - Gloss, satin or matte finish
  - Applied inline (on press just like an ink)
  - Available as flood or spot

Paper Coatings

- Aqueous coating (AC) (most common)
  - Low cost water based coating
  - Protects against fingerprints
  - Applied inline (on press just as an ink)
  - environmentally friendly (water based)
  - Can still be written on with ink/laser jet
  - Shinier/smoother and more rub resistant than varnish
  - Gloss or Matte finish
  - protects metallic inks from tarnishing
  - **Flood coatings only. (no spot)**

Paper Coatings

- Ultraviolet (UV)
  - Most protective coating option
  - Applied inline or offline as a liquid using a roller, screen or blanket then exposed to UV light to harden.
  - Usually applied as flood. Spot application is less accurate than varnish
  - Available in high gloss, matte, satin & speciality finishes like glitter, tints & even different scents
  - Least environmentally friendly due to clean up
  - More likely to show fingerprints
  - Can make folding paper difficult
  - Very affordable, very popular with digital printing

Paper Coating - Comparisons

Always check with your printer to be sure that the paper you've specced is compatible with the coating that you desire.

Quick Reference Chart of Coating Characteristics

Coating Type	Gloss	Scratch Resistant	Yellowing	Metallic Inks	Imprinting	Scoring	Foil Stamping
Varnish	Some	Poor	Yes	Yes	Yes	After	Before
Aqueous	Yes	Better	No	Yes	No	After	After
UV	Yes	Best	Some	Yes with Primer*	No	After	Before
Film Laminating							
PET Light G.S.	Yes	Less	No	Yes	Yes	After	Yes
Nylon Lay-flat	Yes	Yes	No	Yes	No	After	No
Polypropylene	Yes	Yes	No	Yes	No	After	No

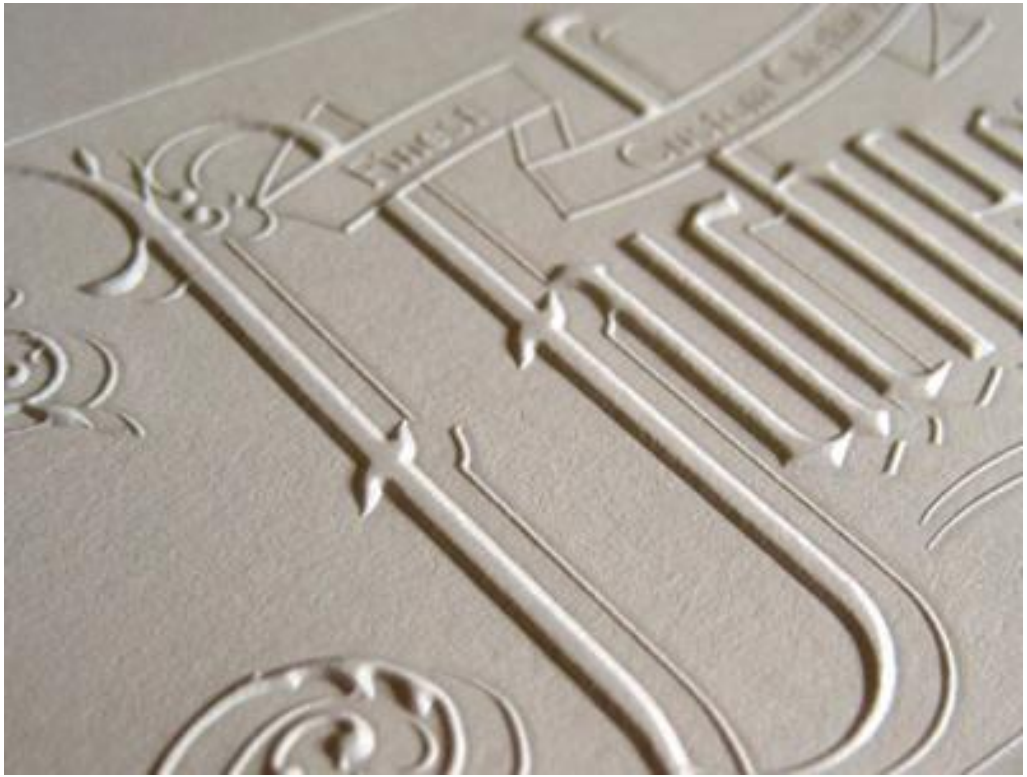
http://www.riponprinters.com/tech-library/pdf/P3.pdf

ALWAYS SUPPLY:

A PRINTED SAMPLE,
A SPEC SHEET WITH DELIVERY,
AND FOLDED MOCK-UP!

Spot Varnish
On Satin/Matte

Blind (no ink) emboss



http://ohsobeautifulpaper.com/2009/06/blind-emboss-greeting-cards/

foil stamping (and deboss)

The design is etched into a copper plate, and the foil is heated and applied to the indented paper with pressure.

http://www.womangettingmarried.com/guide-wedding-invitation-printing-techniques/

Custom printed shipping tape

(see link for packaging spec details)

http://www.underconsideration.com/fpo/archives/2016/03/parse-parcel-packaging.php

CASE STUDY: Ad agency holiday card

- Production Manager specced job
- Spot Gloss Varnish (yellow)
- Matte paper
  - German paper
  - $50 cash reward
- Photo shoot
- $$$$

Agency: Advertising agency for challenger brands

CASE STUDY:
Online Specialty Education, promotional piece

3D glasses and viewbook.

glasses template provided by printer, modified to incorporate logo/ PMS colors.

Artwork modified by printer to be readable by 3D glasses.

$$$$

Agency: Advertising agency for challenger brands

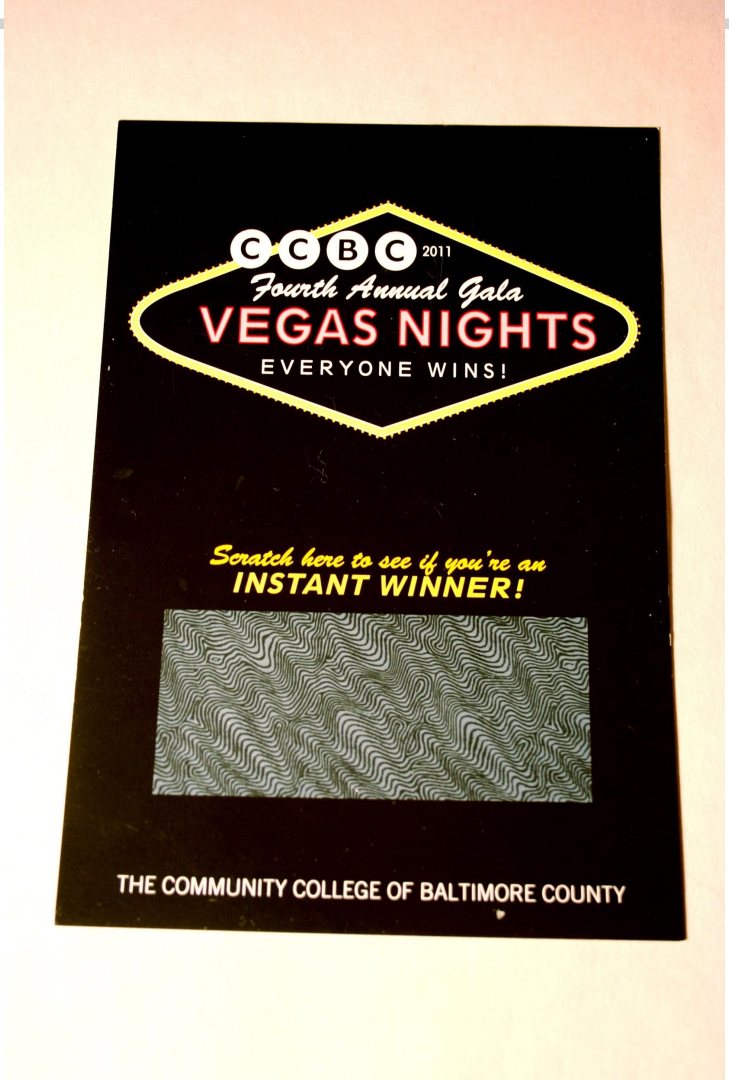
CASE STUDY:
Gala invitation to raise money for Scholarships

scratch off hot stamping foil

Printed 2000 of one response.
Printed 15 winning responses.
Winning responses delivered randomly in mailing.

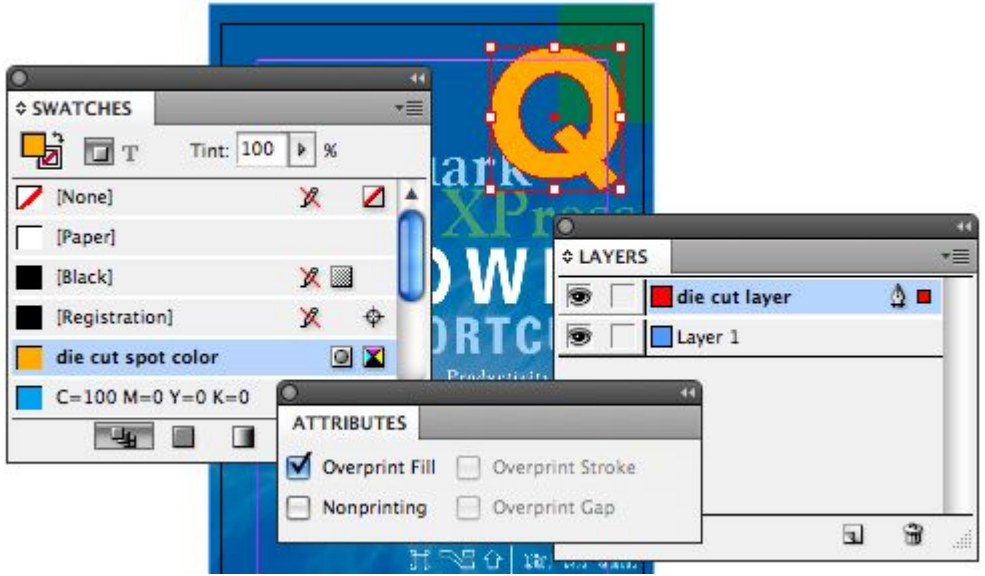
How did imposition play a role in this job?

Agency: Community College



Executing Die Cuts and Spot Varnishes in InDesign

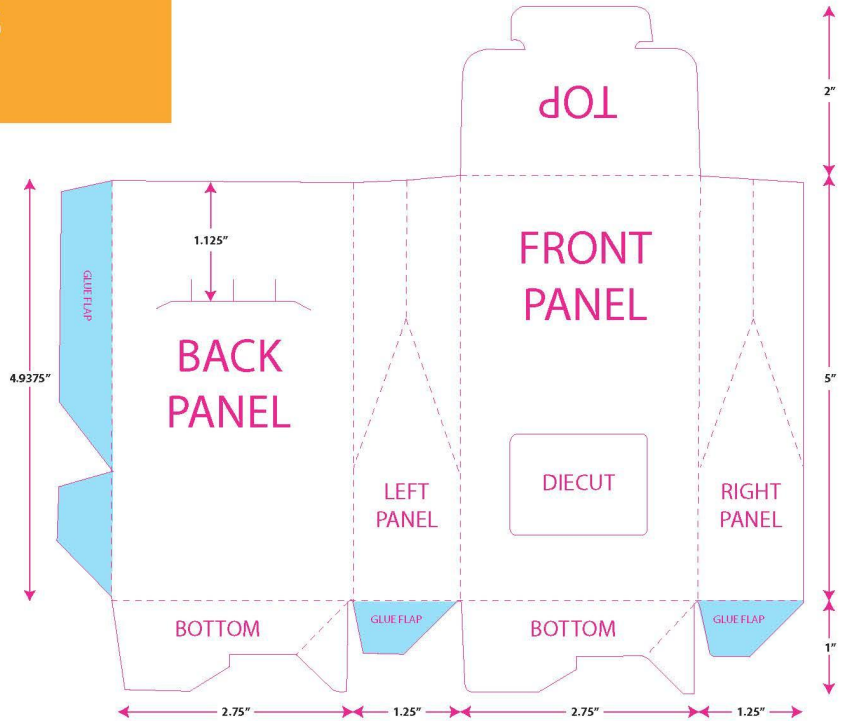
- designate spot color swatch
- create a layer
  - helpful to turn on and off
  - allows printer to isolate object
- select object and click overprint fill in Attributes



http://indesignsecrets.com/making-a-die-cut-shape-in-indesign.php

CREATING DIELINES

- Place scanned package into Illustrator file on its own locked layer
- Trace package outline. Marking both cut and fold marks.
- Create Legend/Info Box



Information
Cut Line
Score Line
Glue Flap

Colors and Varnish
PMS XXX
PMS XXX
PMS XXX

File Name:
Date:
Contact:
Size: 5" h x 2.75" w Front Panel