

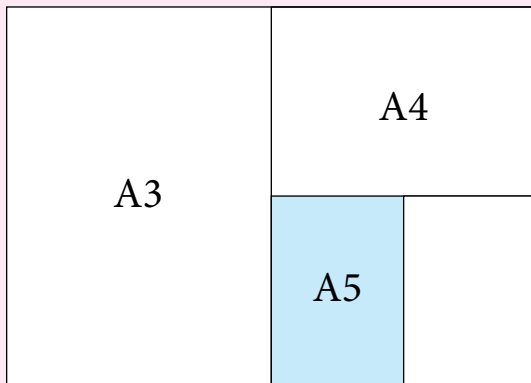


Edvance

Imaging Solutions

USEFUL INFORMATION

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Paper Sizes:

	(in cm)	(in inches)
A3	29.7 x 42	11.69 x 16.53
A4	21 x 29.7	8.27 x 11.69
A5	14.8 x 21	5.8 x 8.3

Paper Grammage:

- 80 gsm 200 gsm
- 120 gsm 250 gsm
- 160 gsm 300 gsm

* Thicker papers from 160 gsm onwards are usually used as Covers for booklets. Alternatively, they can also be used for business card, mailers or packaging purposes.

What it all means...

1) Colour Systems : Pantone, CMYK or RGB?

1.1 Pantone colours: an example of a pantone code is P123C or P123U. Pantone colours are used on corporate logos or brand-names or any design that need consistent colour reproduction in the process of *offset* printing.



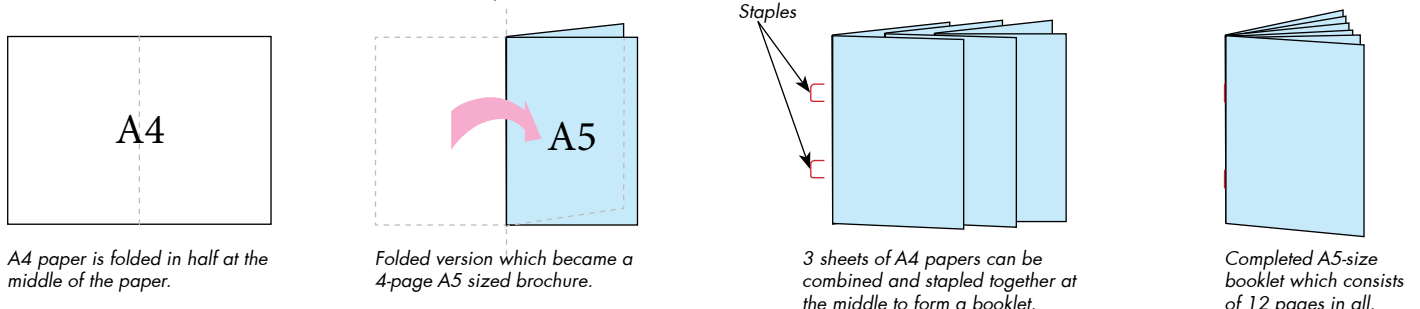
You can pick a colour from swatches of a Pantone Colour-Guide (in the form of a fan-out strips of colour bands with codes below each band).

1.2 Process colours (CMYK): an example will be C100, M30, Y86, K12 and this will generate a colour like this ; a dark green colour. This is to both used for *digital* printing as well as *offset* printing. In both cases, the final printed documents when compared side-by-side will not yield the same results.

1.3 RGB colours (from monitor): an example will be R247 G37 B37 to give this colour on your computer monitor. However this colour will not appear the same across different displays; be it from a Desktop computer, laptop or tablet. These colours appear vibrant but they cannot be replicated on printed paper accurately. Thus it is advisable to design in Pantone or CMYK.

2) Types of Folds: There a few common types of fold.

2.1 2-Fold (Single/Half): An A3-paper can be folded in half to form a 4-page A4-brochure. This is true for an A4-paper to be folded in half to form a 4-page A5-brochure (see diagram) or collated to form a booklet.



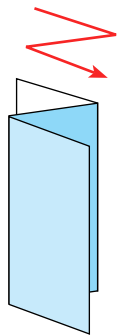
A4 paper is folded in half at the middle of the paper.

Folded version which became a 4-page A5 sized brochure.

3 sheets of A4 papers can be combined and stapled together at the middle to form a booklet.

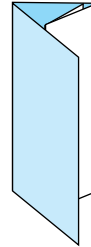
Completed A5-size booklet which consists of 12 pages in all.

2.2 3-Fold (Z-Fold): An A4 paper is folded into 3 equal parts in a zig-zag manner.



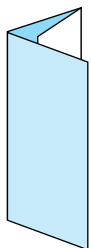
Looking from top-down, you can see a letter 'Z' and that is why the type of fold can be called "Z-Fold" as well.

2.5 4-Fold Roll: The paper is folded inwards and it is opened, it seems to 'roll' outwards.



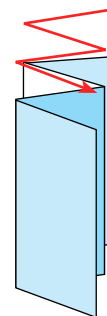
This type of fold creates a 8-page publication on a paper that is longer than an A4-size paper.

2.3 3-Fold (C-Fold/Letter): An A4 paper is folded inwards; typically this is what we do when we fold a letter.



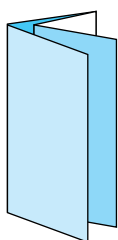
A typical way we fold a letter before putting it into the envelop. Thus this type of fold can be used for 6-pages Mailers.

2.6 4-Fold Accordion: This is also a zig-zag fold which looks like an accordion.



This type of fold forms an 8-page publication.

2.4 4-Fold (Double/Parallel): This type of fold is typically for brochures that have more information to display.



This type of fold is created by first folding the paper in half and then half again to form a 8-page brochure for example.

These are just some of commonly used folds, but there are others that are variants from these which are not discussed here.

Bear in mind that too many folds will make your publication bulky and look unprofessional. If you have lots of information to present, it is advisable to design them as booklets instead. Many other options are available. Do give us a call for further advise and information.

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Call us now!

3) Types of Effects:

- 3.1 **Emboss/Deboss:** Emboss is often used in combination with foil stamping, producing a 3-D or raised effect on selected areas. Deboss produces an effect opposite of Emboss, where the selected area is indented.



An Emboss effect of a rose shape.



The Deboss effect that indents the affected area.

- 3.2 **Foil-stamping:** It is the application of pigment or metallic foil (often gold or silver) to paper where a heated die is stamped onto the foil, making it adhere to the surface leaving the design of the die on the paper. Foil stamping is often combined with embossing to create a more striking 3D image.



Gold-stamping applied on a logo.



A choice of colour foils for stamping.

- 3.3 **Varnishing:** Varnish is used to reduce or accentuate particular items on a page as well as improve durability of the item. **Gloss** varnish gives a shiny coating which heightens the impact of photographs or particular design elements on the page. **Matt** varnish gives a smooth look that doesn't reflect the light. Silk varnish sits between gloss and matt varnishes.



Gloss varnish application on Artbooks.



Matt varnish applied to a Carrier to enhance durability.

- 3.4 **UV Varnish:** Typically covers the page with a transparent coating that feels very smooth and thick. They are also available in Matt and tints.



UV varnish covers the entire item, giving it a very smooth feel.

- 3.5 **Spot UV:** This is a technique where you can choose a particular item(s) on the page to cover in UV varnish. It adds vibrancy and impact to the coated item. This contrast is heightened by adding spot UV on top of matt laminated printing.

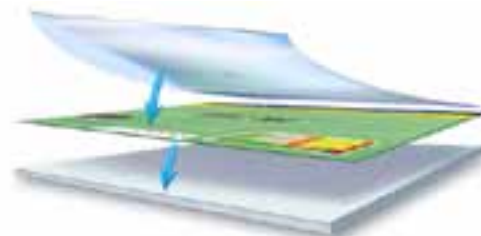


Spot UV words on top of Matt laminated printing.

- 3.6 **Lamination:** Film lamination is a process that provides durable surface that helps protect the paper trim from tearing. Available in gloss (gives the highest achievable sheen) and matt (gives a frosty or milky appearance). Quite costly for small quantity prints.



Gloss lamination applied to Maps.



Film lamination protects the item from wear-and-tear.



Matt lamination applied to Posters.

4) Common Binding options:

- 4.1 **Perfect Bind:** Seen commonly for thick books such as novel, school textbook and manual. This process involves gluing the spine to the cover. Hardcover option is available.



Perfect-bind is usually for thick publication.



Hardcover can be added.

- 4.2 **Saddle-Stitch:** Signatures (a multiple of 4 pages that when folded becomes a section of a book) are nested and then stitched through the fold with staples made of thin wire. These books do not have a spine and suitable only for shorter books of up to 80 pages or so.



Saddle-stitch is meant for short books.



Open-view of Saddle-stitch bind.

- 4.3 **Wire-O and Spiral Binding:** *Wire-O* is a series of parallel wire loops attached along a wire, while *Spiral Binding* (Colour Coil - various colours available) is a metal or plastic continuous loop passing through the punched holes in a spiral from the top to the bottom of the book. Neither forms of binding provides a printable spine or additional pages to be added or removed once binded.

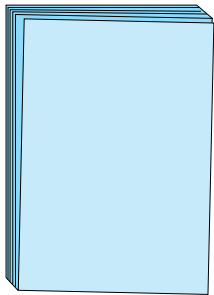


Wire-O bind is a series of parallel wire loops attached along a wire.

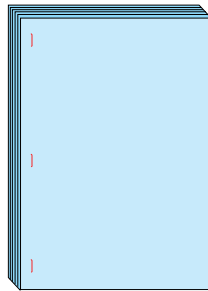
Spiral binding is a metal or plastic continuous loop that binds the publication together.



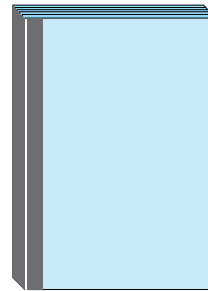
4.4 Tape Bind: Tape bind is combination of stapling multiple loose sheets of paper on the left edge and thereafter adding a tape to bind these together.



A set of A4-size publication is collated.



Publication is fastened together by staples.



Tape is added to prevent the stapled side (spine) from fraying and for better presentation.



The finished product. Sometimes, a transparent plastic cover may be added to the cover for additional protection.

4.5 Conference Ring Folder: They come in various thickness and in 2 - 4-rings types (usually for thicker manuals for example). The front and spine have pockets for inserting the *Front Cover* and *Spine* sheets.



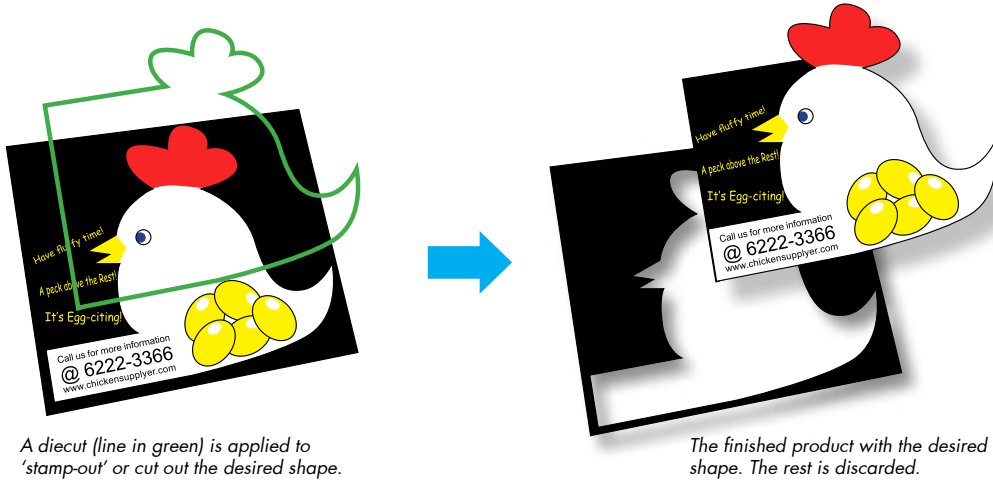
Front cover and spine sheets are added for a complete and professional look.



Ring folders come in 2-Ring 3-Ring or 4-Ring to suit your specific needs and requirements.

5) Special Treatment:

5.1 **Diecut:** Die-cutting is a process to cut paper into a specific shape using a steel cutting die. It can be used to punch out a decorative shape or pattern to incorporate within a larger piece, or it can be used to create the main shape of an object by cutting the entire sheet of paper in a distinct/designed way. In this example, the shape of the business card is in the form of a 'chicken'.



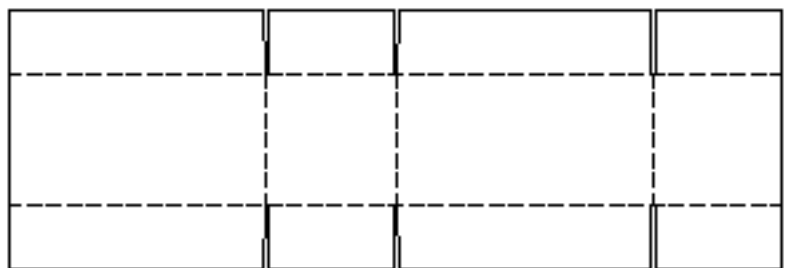
A diecut (line in green) is applied to 'stamp-out' or cut out the desired shape.

The finished product with the desired shape. The rest is discarded.

5.2 **Scoring/Perforation:** *Scoring* refers to the process in which a crease is applied to paper stocks and other substrates. The crease is used to allow stocks to be folded easily for a variety of purposes such as a packaging box or a greeting card. *Perforation* allows a document to be separated into smaller portions of the whole and it allows a document to be folded easily (much like scoring). There are many applications for perforation. Examples include cheque book, bank statement and mailers. A lucky draw coupon is a typical example, where the participants will tear out a portion and deposit it into the Lucky draw box.



SCORING: The paper stock is undergoing a scoring process. The creases created enable easy folding and assembly of a packaging box for instance.



The dotted lines are where the scoring to be applied. The box can then be easily folded without tearing or damaging especially for thicker paper stock.



PERFORATION: A perforation being applied to a lucky draw coupon in this example. A 'tearing line' is formed for easy separation of different portions of the coupon.



Coupons with perforation for easy tear-off.



Another example of the application of perforation: A Cheque-Book



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