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# Guide to printing

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# Digital VERSUS Offset

## QUANTITY

Best suited and most cost-effective for shorter runs.

Best suited and most cost-effective for medium to larger runs.

## QUALITY

Good. Digital can achieve similar contrast to offset printing however the result is not as vibrant.

Better. Offset printing allows you to hit exact PMS tones and has more consistent solid colours.

## TURN AROUND TIME

Digital requires no drying time so each piece is ready to go as soon as it comes off the press.

Offset printing uses inks that require drying time. Offset is faster for large runs however, as it can produce multiple pieces at high speed.

## STOCKS

The digital press can typically run most text and cover stocks up to 350gsm.

Nearly all stocks can run on offset presses including heavy stocks, stickers, translucent stocks and more.

## PAGE SIZE

Digital can print to a maximum sheet size of A3. This excludes wide format printers used to print banners, posters, etc.

Offset can print to a maximum sheet size of A0.



# Binding types

The binding technique used for projects will depend on the quantity of pages, cost and quantity of prints. Here are four of the most common binding techniques.

# Folding styles

There are many different ways to fold paper. The samples shown are just a few that are available and might be of use when you are planning the next project.

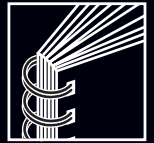
## PERFECT BINDING

A common and cost-effective method of binding paperback books. After the printed sections have been collated, the spines are sliced off and the cover glued on. It is not as strong as burst binding, and loses strength when the spine is less than 6mm wide. Using 'PUR' glue can add additional durability.



## WIRE-O BINDING

Wire-O binding is a double loop of wire, inserted through a line of holes, to hold the covers and pages of a document firmly in place. The document will lie flat when opened and the pages can be doubled back. Quick, durable and great for uses where mobility is important, such as conference material, notebooks and diaries.



## BURST BINDING

Each page of the book is folded in sections, the spine side is perforated. The perforations along the spine allow the glue to penetrate into each fold of paper. Hot melt glue is applied to the spine and the cover is wrapped around the glued book. This solution comes with high durability and a matching cost.



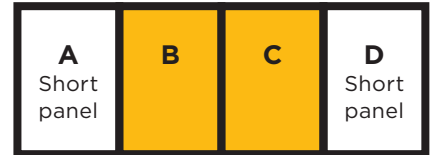
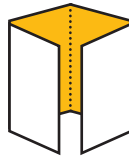
## SADDLE STITCHING

Stitching refers to using wire staples through the spine of a section. A cost effective solution where the staples are driven through the fold along the spine, from outside to inside and then clinched in the centre. The process can only be used on single folded sections and is therefore more suitable for books with smaller page numbers.



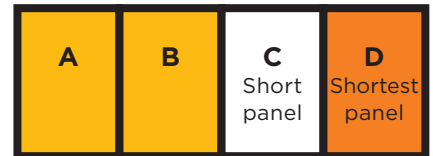
## GATE FOLD

An oversize leaf, bound into a publication and folded so that both sides fold into the gutter in non-overlapping layers.



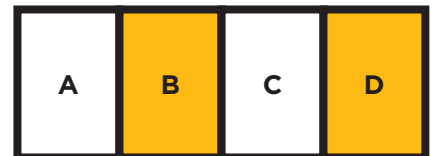
## ROLL FOLD

A publication folded so that one side folds into the gutter overlapping the layers.



## CONCERTINA FOLD

Concertina is a continuous parallel folding of paper in an accordion-like fashion, with folds alternatively made to the front and back in zig-zag.



No short pages are needed

# The elements of a quality finish



**Quality finishes can enhance a design by increasing the interactivity of printed material. Here are some to consider.**

## Embossing and debossing

Embossing is the process of raising an impression against the background, while debossing sinks the impression, creating a three dimensional affect in the paper.

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## Varnish

Varnish is a thin layer that is usually used to give a gloss finish to printing. It can be used to highlight text or logos or add a subtle pattern to a page.

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## Die cuts

Die cutting is a process of cutting paper into a custom shape using a die. It is commonly used to give business cards a custom shape, but it can be used on a wide variety of materials.

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## Foil

Foil printing is the application of a pigment layer affixed by a heating process. Colours include gold and silver as well as many others.

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☎ 02 9279 0022 📠 02 9279 1922

Suite 103, Level 1, 19-21 Berry Street, North Sydney, NSW 2060  
ABN 80 883 821 452

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