



CRACKING THE JARGON OF THE PRINTING AND COPYING WORLD

INTRODUCTION

It would seem that every time you buy a product or use a service within the 'Printing and Copying World', you have to learn a new language and cut through the jargon!

This guide has been produced to help buyers. We do not pretend to have produced the infinitive guide, but a guide that should cover the every day needs for commerce, industry and the private individual.

We hope that you will find this guide useful, but if you require further information on any related subject, please contact us on exactcopysales@aol.com

The basis of paper is fibers. Long fibers hold together better than short fibers and therefore make the stronger papers. As an example, rag waste has longer fibers than wood and hence help make stronger papers.

Most people believe that paper is made from trees, it may therefore surprise most to hear that 'wood free' paper is the better quality. Most papers include a mixture of fibers, some man made and some not but their use controls the strength, thickness, weight, finish, translucency, absorbency, colour and of course cost. Deciding on all of these factors will result in the right paper for the job.

PAPER

Sizing:

Paper or board (card) sizing is by the International A0 system (or occasionally the less common B system).

The system is designed to give direct proportional sizes when enlarged or reduced.

A0 is the datum size and when folded produces A1, when folded produces A2 and so on to A7 (see following chart). The result is NO paper wastage when enlarging or reducing.

A0 = 1189 x 841

A1 = 841 x 594

A2 = 594 x 420

A3 = 420 x 297

A4 = 297 x 210

A5 = 210 x 149

A6 = 149 x 105

B0 = 1414 X 1000

B1 = 1000 X 707

B2 = 707 X 500

B3 = 500 X 353

B4 = 353 X 250

B5 = 250 X 176

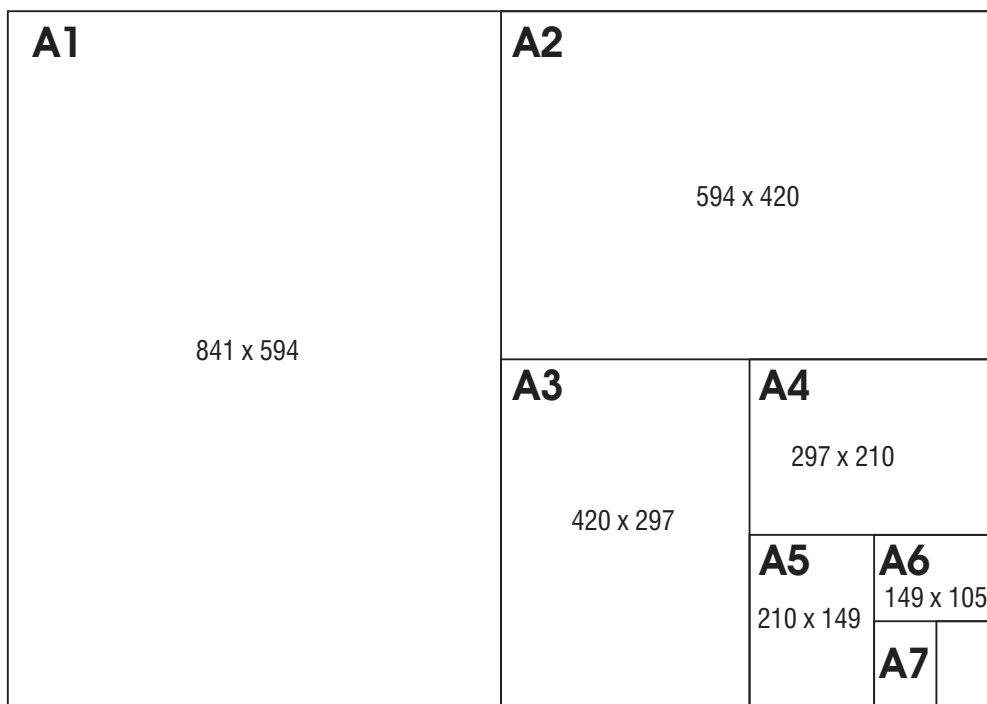
B6 = 176 X 125

A3 = 16 1/2" X 11 3/4"

A4 = 11 3/4" X 8 1/4"

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A0 1189 x 841



Weight:

Paper is sold by weight 'grammes per square metre' (gsm or gm²).

The most common weight is 80gsm which is used as the standard for photo copying machines, computer printers, plain paper fax machines and as a general purpose paper. It is available in all of the A and B series sizes.

Board (card) is also sold by weight with 160gsm being the most common. This is used by photo copying machines and computer printers.

The increasing standard weights are 1**gsm, 1**gsm with business cards using 300gsm to 400gsm although the board finish is usually superior for business cards.

Finish/Texture:

The finish of a paper or board effects many things. It effects the visual and strength characteristics of the finished article and how the article is produced.

The standard 80gsm paper is a very adsorbent paper and results in a matt ink finish. To achieve a shiny ink result, we have to use coated papers (clay, etc.). These are known as art papers and have various degrees of gloss from silk to high gloss. These materials are available in similar weights to the standard paper range and are used for brochures and catalogues, etc.

There is a wide range of textures available from linen to hammer to ridge, etc. there seems to be no limit!

Additional finishes can be applied to the material after printing or copying.

Additional Finishes:

Additional finishes can be applied after printing but before any further operations such as folding.

Varnishing can be applied as a final coat to seal a sheet. This may be gloss or matt and may be on one or both sides. The additional advantage of varnishing is that it seals the ink eliminating smudging on large solid ink areas. Used on Litho Printing and some other processes.

Laminating can be applied. This is a thin layer applied to one, both or just selected areas of a sheet. A very high gloss and durable sheet can be the result.

Embossing can be blind or coloured. This process applies a raised image and can only be used on one side of the material. A die is produced from artwork.

Foil Printing is usually a metallic finish of which the most common is gold.

Thermographing results in a hard gloss or matt raised print effect without the need for a die as used with the embossing process. This process can only be used on one side of the material. Used in conjunction with Litho Printing.

Form cutting is mainly used with board. The required shape is produced on a computer, a form cutting knife is produced. The machine process then cuts out the required shape or shape to be removed.

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