

## **A sizes**

Most common paper size used for general printing, stationery and publications. (Ask for our Paper Size Guide for more detail).

## **Artwork:**

Usually supplied in electronic format, this is the type, photos, images etc. which make up what will be printed.

## **A/W**

Common abbreviation for artwork.

## **Author's corrections:**

Customers corrections/changes made at the proofing stage.

## **B sizes**

Larger than the A sizes, most machines are based on taking this oversized sheet size.

## **Back up**

To print on the reverse side of a printed sheet.

## **Bitmap**

A grid of pixels or printed dots generated by computer to represent images. 'Bitmapping' is a term often used to describe the effect where edges of a picture take on a blocky/jagged shape due to errors in image processing.

## **Bleed**

Where the print continues right up to the edge of the paper. In the flat sheet (pre-trimming) an allowance is made (usually 3mm) to make trimming easier.

## **Blanket**

In offset litho printing, a rubber surfaced fabric that is clamped around a cylinder on a litho press, to which the image is transferred from the plate and from which it is transferred to the paper.

## **Blind emboss**

Process of raising letters or designs on card or paper onto which no printed image has been added.

## **Blocking**

To impress or stamp a design. The design can be blocked in colour inks, gold leaf or metal foil.

## **Board**

While there is no internationally agreed rule, paper exceeding approx 170gsm is usually referred to as board.

## **Bulk**

Thickness of paper.

## **C sizes**

Size guide used for envelopes designed to take the equivalent A sized paper.

## **Case bound**

A hardback book made with a stiff outer covers. Case bound books are usually covered with cloth, vinyl or leather.

## **Camera ready artwork**

Finished artwork that is ready, without further preparation, to be artwork photographed. Not commonly used since the advent of computer generated artwork.

## **CMYK**

Letters which stand for Cyan, Magenta, Yellow and Black (K). K is used for black to eliminate confusion with blue. Full colour printed images are usually made up of these component colours. (Ask for our guide to Full Colour - 4 Process colours).

## **Coating**

A special water based coating which is applied to printed matter to protect literature from ink smudging or finger marking or to enhance appearance. The main types are sealer, gloss, matt and silk. Coatings are commonly used on matt or silk coated paper as these types are more prone to smudging than gloss coated paper. The main difference between a varnish and a coating is that coatings are faster

drying and therefore jobs can be turned around quicker.

## **Collating**

Arranging of printed sheets into the desired sequence.

## **Colour separation**

Process by which an image is separated into the four colours for full colour print production.

## **Computer to plate (CTP)**

The process of producing printer's plates directly from the computer with no films involved.

## **Creep**

When the middle pages of a folded section extend slightly beyond the outside pages. An allowance can be made by the printer to stop this occurring.

## **Crop marks**

Printed lines on the edge of paper indicating where the paper should be cut to produce the correct page size.

## **Deboss**

Image pressed into paper so that it lies below the surface. (Opposite of emboss).

## **Die-cut**

A shaped cut from the card or paper using a cutting forme.

## **Digital printing**

Printing direct from the computer usually in full colour without the need for plates. There are many variations - ask for our Digital Guide for more details.

## **Digital proofing**

Proofing direct from digital files instead of using film, usually via ink-jet technology.

## **Desktop publishing**

The creation of artwork and print from your computer using a PC or MAC.

## **DL envelope**

A standard envelope size measuring 110mm x 220mm. It takes A4 sheets, folded into three.

## **DPI**

Dots per inch which indicate the resolution of images. The more dots per inch, the higher the resolution and the better quality the image.

## **Duplex**

Printing on both sides of a sheet of paper at the same time.

## **Duotone**

An image made up of 2 colours.

## **Drilling**

Drilling is another term for "hole punching", used because the machinery used by printers is more akin to a drill.

## **Dummy**

A sample of a proposed job made up with the actual materials and cut to size to show bulk etc .

## **Encapsulation**

Where the printed matter is sealed in a plastic coating providing a rigid, watertight covering. (Sometimes referred to as laminating which is actually incorrect).

## **Environmentally friendly**

There are many options to make the printed product better for the environment (ask for separate Environmental Guide). We are proud to be registered to the environmental management standard ISO 14001.

## **Embossing**

The process of raising letters or designs on card or paper already printed.

## **EPS File**

Encapsulated Postscript File. This is a file format which can be read across different programs on MAC or PC computers.

**Finishing**

All operations after printing.

**Flightchecking**

This is specific software which tests artwork files to make sure fonts, images, colours and page size are correct.

**Folio**

Page numbers.

**Font**

A set of letters, numbers and symbols that share a unified design. Also referred to as a typeface.

**Four colour process**

Full colour printing using four constituent colours: Cyan, Yellow, Magenta and Black (ask for our guide on this subject).

**Four back nothing (4/0)**

Printed four colours on one side only .

**Four back one (4/1) etc. etc.**

Printed four colours on one side and one colour on the reverse.

**GSM**

Grammes per square metre. Standard measure of paper weight.

**Grain of the paper**

Machine made paper is made up of many fibres which, in general, tend to line up in one direction due to the nature of the process. This produces a preferred direction or grain along which it is easier to fold, bend or tear paper.

**Gripper**

A device on a printing machine for holding the sheet during the printing or finishing process.

**Gripper allowance**

The margin of paper along the gripper edge of the sheet which is held by the gripper and cannot be printed on. The reason printers tend to use "oversized" paper.

**Gutter**

The inside margins or blank space between 2 facing pages is the gutter. The gutter space is that extra space allowance used to accommodate the binding in books and magazines.

**Hickey**

Spots or imperfections on printed items due to dirt on press, dried ink, paper particles etc.

**Heidelberg**

German press manufacturer. They are the best known producer of printing presses.

**Imposition**

The arrangement of the pages of a job so that they will follow in the correct sequence when folded and gathered with other sections.

**Insert**

Leaflet or other printed material inserted loose in a publication or mailing package.

**International paper sizes (ISO)**

The standard range of metric paper sizes as per the definition of the paper International Standards Organisation (ISO) and British Standards Institute. (Ask for our Paper Size Guide)

**I-R Drying**

The use of infra-red radiation to dry quickly a water based emulsion coating on a sheet of paper, this is a feature of some printing presses.

**ISDN**

Integrated Services Digital Networking. A method of sending artwork. It is a telephone network service which carries data and voice transmissions, used less frequently with the advent of broadband internet, which is generally faster.

**JDF**

Job Definition Format. This is a type of computer language which automates workflows from desk top to final print production.

**JPEG**

Joint Photographic Experts Group. A common type of file format for image files.

**Kiss - cut**

A shaped cut out from two layered stock - mostly used for peel off labels.

**Laminating**

A thin plastic film used on the covers of printed literature to give protection. This can be gloss or matt, not to be confused with Encapsulating which leaves a clear border and is much thicker.

**Lithographic (litho) printing**

A printing process by which the inked image to be printed is transferred (offset) first to a rubber blanket before coming into contact with the paper, which takes up the inked areas.

**Make-ready**

The work associated with the set-up of printing equipment before running a job.

**Machine fold**

The process of mechanically folding printed paper.

**Machine varnish**

A general varnish applied to printed literature to protect or seal against smudging or finger marking.

**Micrometer**

Instrument for measuring thickness (not weight) of paper.

**Origination**

All the items needed to put together and print the job. Eg. Artwork, photography, typesetting etc.

**Offset litho**

A printing process by which the inked image to be printed is transferred (offset) first to a rubber blanket before coming into contact with the paper, which takes up the inked areas.

**On demand**

Rather than buying huge stocks, printing smaller amount as and when required, more often used when printing digitally..

**Overs**

The extra printed products delivered to a customer over and above the net amount ordered. Printers try to allow extra sheets for set-up purposes and deliver more rather than ending up short on a job.

**PMS or Pantone number**

Pantone Matching System. A universal guide to how a colour should look when printed, available in various substrates and finishes.

**PDF**

Portable Document Format. A PDF is a special file type that combines, images, drawings, layouts and text into one file for easy delivery to or from the printer. PDF's provide a very useful tool for proofing purposes as "what you see is what you get". PDF artwork is becoming the norm, as it is cross-platform (Mac and PC) and is very stable.

**Perfect binding**

Pages of a book which are glued together to give a square spine.

**Perfecting**

A printing press which prints on both sides of a sheet of paper in one operation.

**Perforation**

Running a dotted score into paper to allow the paper to be pulled apart.

**Pre-flight**

A general term for software which tests files to make sure that fonts, image, colours and page size are correct.

**Personalisation**

Where data elements are unique to an individual print piece.

Concept facilitated by digital printing.

**Printing plate**

A metal plate which has the inked images involved in the offset plate lithography printing process. Each colour in a printing job requires a separate plate.

**Process colours**

The colours which make up full colour printing. Cyan, magenta, yellow and black. See our separate guide.

**Proof**

A printed sample of work to be checked for errors in text, positioning or quality of colour reproduction.

**Ream**

500 sheets of paper.

**Register**

Accurate positioning of the plates when printing. Poor register makes images and colours appear blurred.

**Resolution**

Refers to the degree of detail of an image. It is usually measured in dots per inch (dpi) or lines per inch (lpi). A high resolution gives a high quality image and vice versa.

**Reversed out**

Text or graphics appearing to be white (if on white paper) on a colour background or within an image.

**RGB**

3 colour split (Red, Green, Blue) used by monitors, not ideal for printing, images should be changed to CMYK.

**RIP**

Raster Image Processor. A processor which converts files into a format ready for printing.

**Saddle-stitch**

When the pages of a printed document, are bound together using metal staples.

**Scanner**

The equipment which converts colour transparencies or hard copy colour artwork into images on a Mac or PC.

**Scans**

The name given to colour transparencies or colour artwork which have been converted to images on a MAC or PC.

**Sealer**

This is an alternative name for a coater.

**Sealer varnish**

A varnish applied to printed matter to protect against finger marking giving a neutral finish. Please refer to coating to see the difference between varnishes and coatings.

**Self-cover**

The paper used inside a booklet is the same as that used for the cover.

**Set off**

During the printing process, this is the unintentional transfer of wet ink to another sheet.

**Sheet fed press**

Printing presses which are fed by separate sheets of paper, as opposed to paper on a roll. They are suitable for all types of commercial printing.

**Show through**

The degree to which printing is visible through paper.

**Shrink wrapping**

Method of packing printed products etc, by surrounding them by plastic, then shrinking by heat.

**Simplex**

Printing on one side of a sheet of paper. Term usually applied to digital printing presses. Opposite of Duplex.

**Solid colour**

An even colour which is not shaded. Areas on a page with solid colours are known as solids.

**Special colour**

A colour which cannot accurately be made up of the four component colours CMYK. They are listed in a Pantone colour swatch book. For example, if a corporate logo contains a special blue and is included in a brochure with photographs and text; this is termed a five colour job. (CMYK (pictures+text) + special blue = 5 colours).

Also used when full colour printing is not required, i.e. Black plus 1 special colour.

**Spread**

Two or more adjoining pages that would appear in view on a sheet.

**Spot colour**

Same as special colour.

**Stock**

Paper or card to be printed on.

**Tint**

Percentage shade of a colour.

**TIFF**

Tagged Image File Format. A type of file which stores an image.

**Text**

Pages in a book excluding covers.

**Trapping**

When preparing digital artwork, it is the process of overlapping adjacent colours to eliminate the white lines that could appear between them, during the print process.

**Typesetting**

The assembly of text and pictures on a MAC or PC by keyboard or other digital means.

**Typo**

Short for 'typographical error' a mistake in the copy.

**UV Varnish**

A special varnish which has undergone an accelerated varnish drying process using ultra violet can be applied to printed matter to enhance its appearance. A gloss UV Varnish is commonly used and this gives a very shiny effect.

**Visual**

A preliminary layout, indicating the general design and the position of the various elements.

**Web fed press**

Presses which are fed by paper from a reel as distinct from separate sheets. They are normally used for high volume work.

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