



Techniques

Post-Press

To create an embossed image, a metal die is heated and pressed into the paper from behind, leaving a raised image. A debossed image is achieved by striking the die on the front of the sheet, leaving an indentation. The die is a mold based on the artwork, and a counter-die is the mirror image of the die.

A blind emboss or deboss is one that has no color or other treatment applied. The color of the image is the same as the paper. A registered emboss is an embossed image that exactly registers to a printed or foil stamped image. Choose a strong and flexible sheet for good results.

TIPS:

- Small type is hard to read. Debossed type will read as stronger than embossed type at the same size and thickness.
- The emboss should be at least 1/4" away from the edge of a sheet to avoid wrinkles.

Important Factors

CALIPER - Lightweight stocks don't have enough fiber to cushion and strengthen the sheet surface during the stretching that a sheet undergoes in the embossing process, so die depths have to be kept shallow. Heavier stocks offer much more cushion and can be embossed higher.

TYPE OF STOCK - Uncoated stocks are less brittle than coated stocks, so they are less prone to cracking and your die can have more depth.

Scoring presses a channel with a metal die or rule along a line to allow the paper to fold cleanly and easily. Scoring is advisable before folding heavy uncoated papers (> 80 lb.) Typically, the thicker the paper, the wider the score should be. Paper should be folded with the scored side on the outside, making two short fiber stretches rather than one long one, and resulting in a straight, durable fold that doesn't crack or break.

Scoring with the grain offers little fiber resistance and allows for a smooth and even fold. Scoring against the grain offers a strong fold that provides durability, but can also result in a noticeable cracking when scoring over areas with ink coverage. Check with your printer.



Making paper fun

Techniques

There are many fold combinations possible on new folding machines. These include:

ACCORDION FOLD - Simple zig-zag folds with at least six panels and two parallel folds that go in opposite directions. All panels are the same size.

FRENCH FOLD - A printed sheet, printed one side only, folded with two right angle folds to form a four page uncut section.

GATE FOLD - A sheet that folds where both sides fold toward the gutter in overlapping layers.

Z-FOLD - Piece is folded inward once and outward once in the shape of a Z.

Die cutting involves cutting paper with a die into special shapes and patterns. Common applications include rounded corners, windows and slits. Cutting dies are made with thin metal blades based in the desired pattern. Printers or converters can provide a die-line or paper layout to use during the design process.

Laser die cutting is steered by a computer, where laser beams cut through sheets of paper with incredible perfection. Intricate designs and shapes that were once not attainable are now a reality.

CAUTION:

- When laser die cutting, the engraver must be careful not to scorch the paper.

Paper weight, caliper and coating can have an effect on the die cutting process.

The foil-stamping technique transfers a thin layer of foil or film to a sheet of paper using a stamping die. Pressure and heat enable the transfer to the paper. The pressure will slightly deboss the foil into the paper, unless you emboss the image. If a foil stamp touches ink in the page or is raised by embossing, it is known as a registered stamp.

Foils are available in standard colors, plus pastels, tints, metallics and special effects.

This technique can be used successfully with all weights of paper.

TIP:

- Foil is not guaranteed for use in laser printers. Always test first!