

GLOSSARY OF TERMS

Acid Free Paper - papers that are pH neutral or without free acid in the pulp so it resists deterioration from age. Acid free papers have a pH range of 6.5 to 7.0.

Artwork - all original copy, type, illustrations and photos intended for printing.

Author's Alterations (AA's) - changes that the client makes to the original artwork during the proofing stage. Is to be considered an additional cost to the client.

Bindery - a department within the printing company where finishing (collating, cutting, folding, etc.) is done.

Bleed - printing that extends to the edge of a page after it is trimmed.

CMYK - the abbreviation for cyan, magenta, yellow and black; the four process colors.

Die Cut - to cut shapes into paper or board using a die.

Emboss - to press an image into paper so that it lies above the surface.

Foil Stamp - a method that releases foil from its backing onto paper using a heated die.

Four-color process printing - printing that uses cyan, magenta, yellow and black to simulate full color images.

Gang Run - two or more jobs being run simultaneously on the same press sheet.

GBC Bind (also known as Comb Bind) - inserting the teeth of a plastic comb through holes punched along the edge of a stack of paper.

JPEG-Joint Photograph Experts Group - An image file format most often used to store photographs in a digital format that is compressed to reduce the size of the file.

Laminate - transparent plastic coating applied to paper providing protection against liquid and heavy use.

Perfect Bind - the binding of sheets that have been ground at the spine and are held to the cover by glue.

Perforate - a line of small dotted holes for the purpose of tearing-off a part of printed matter.

PMS - Pantone Matching System. An ink color matching system used to match and compare specific colors.

Press Proof - proof pulled from the press prior to the actual run.

Printers Spreads - pages made so they are imposed for printing, as compared to reader spreads.

Proof - test sheet made to reveal errors or flaws, predict results on press and record how a printing job is intended to appear when finished.

Readers Spreads - pages made in two page spreads as readers would see the pages, as compared to printer spread.

Register - the correct alignment of colors during printing.

Saddle Stitch - binding by stapling sheets together where they fold at the spine.

Score - the compressing of paper along a straight line so it folds more easily and accurately.

Spiral Bind - to bind using a spiral of continuous plastic looped through holes in the spine edge. Also called coil bind.

Spot Color - printing with one or more solid colors, generally black ink is used with the addition of other colors. It is used to add highlight and add color to a printed product without having to print with four color process.

Thermography - raised printing.

Varnish - a thin protective coating (either matte or glossy) applied to the press sheet. This adds protection and enhances the appearance of the sheet. Can either be full varnish or spot varnish.

Watermark - a translucent logo in paper created during manufacturing.

Wire-O Bind - to bind using wire looped through holes in the spine edge.