

PRINT TERMS GLOSSARY

A4 Paper

ISO standard paper size 210 x 297mm or 8.3 x 11.7". The common paper size used outside the US in place of 8.5 x 11.

Accordion Fold

Two or more parallel folds which open like an accordion.

Alteration

Change in art or specifications after production has begun.

Aqueous Coating

Coating in a water base and applied like ink by a printing press to protect and enhance the printing underneath.

Back Up

(1) To print on the second side of a sheet already printed on one side. (2) To adjust an image on one side of a sheet so that it aligns back-to-back with an image on the other side.

Basis Weight

In the United States and Canada, the weight, in pounds, of a ream (500 sheets) of paper cut to the basic size. In countries using ISO paper sizes, the weight, in grams, of one square meter of paper.

Bindery

Usually a department responsible for collating, folding, binding, and trimming.

Bleed

Printing that extends to the edge of a sheet or page after trimming.

Blind Emboss

An image pressed into a sheet without ink or foil.

Bond paper

An image pressed into a sheet without ink or foil.

Book Paper

Category of paper suitable for books, magazines, catalogs, advertising and general printing needs. Book paper is divided into uncoated paper (also called offset paper), coated paper and text paper.

Bristol Paper

A board paper of various thicknesses having a smooth finish.

C1S and C2S

Abbreviations for coated one side and coated two sides.

Caliper

The measurement of the thickness of paper measured in thousandths of an inch or mils.

Carbonless Paper

Pressure sensitive writing paper that does not use carbon.

Case Bind

A type of binding used in making hard cover books using glue. Also called cloth bind, edition bind, hard bind and hard cover.

Cast-coated Paper

Coated paper with a high gloss reflective finish.

CMYK

Abbreviation for cyan, magenta, yellow and black, the four process colors.

Coated Paper

A clay coated printing paper with a smooth finish produced in four major categories cast, gloss, dull and matte.

Coil Binding

Metal or plastic wire is spiraled through holes punched along the side of a stack of paper. Also called spiral binding.

Collate

To organize printed matter in a specific order.

Color Balance

The relative amounts of process colors used to reproduce an image.

Color Blanks

Press sheets printed with photos or illustrations, but without type. Also called shells.

Color Break

The point, line or space at which one ink color stops and another begins.

Color Cast

Unwanted color affecting an entire image or portion of an image.

Color Control Bar

Strip of small blocks of color on a proof or press sheet to help evaluate features such as density and dot gain. Also called color bar, color guide and standard offset color bar.

Color Gamut

The range of hues possible to reproduce using a specific device.

Color Separation

The processes of separating the primary color components (CMYK) for printing.

Color Sequence

Order in which inks are printed. Also called laydown sequence and rotation.

Color Shift

Change in image color resulting from changes in register, ink densities or dot gain during.

Comb Bind

To bind by inserting the teeth of a plastic comb through holes punched along the edge of a stack of paper. Also called plastic bind and GBC bind (a brand name).

Contrast

The degree of tones in an image ranging from highlight to shadow.

Converter

Business that makes products such as boxes, bags, envelopes and displays.

Cover

Thick paper that protects a publication. Parts of covers are often described as follows: Cover 1=outside front; Cover 2=inside front; Cover 3=inside back, Cover 4=outside back.

Coverage

Extent to which ink covers the surface of a substrate. Ink coverage is usually expressed as light, medium or heavy.

Crop Marks

Printed lines showing where to trim a printed sheet. Also called cut marks and tic marks.

Crossover

Printing across the gutter or from one page to the facing page of a publication.

Cyan

One of the four process colors. Also known as process blue.

Deboss

To press an image into paper so it lies below the surface. Opposite of emboss.

Deckle Edge

The rough or feathered edge of paper when left untrimmed.

Die

Device for cutting, scoring, stamping, embossing and debossing.

Die Cut

To cut irregular shapes in paper or paperboard using a die.

Digital Proofing

Page proofs produced through electronic memory transferred onto paper via laser or ink-jet.

Dot Gain

A term used to describe when dots are printing larger than they should.

DPI

Dots Per Square Inch, a measure of output resolution in relationship to printers, imagesetters and monitors.

Drawdown

Sample of inks applied to the substrate specified for a job.

Drop shadow

A shadow image placed offset behind an image to create the effect of the image lifting off the page.

Dry Trap

To print over dry ink, as compared to wet trap.

Dull Finish

Flat (not glossy) finish on coated paper; slightly smoother than matte.

Dummy

Simulation of the final product. Also called mockup.

Emboss

To press an image into paper so it lies above the surface. Opposite of deboss.

EPS

Encapsulated Post Script. A standard file format used to transfer postscript formatting information between applications.

Equivalent Paper

Paper that is not the brand specified, but looks, prints and may cost the same. Also called comparable stock.

Fifth Color

Ink color used in addition to the four needed by four-color process.

Film Laminate

Thin sheet of plastic bonded to a printed product for protection or increased gloss.

Finished Size

Size of product after production is completed, as compared to flat size. Also called trimmed size.

Flat Size

Size of product after printing and trimming, but before folding, as compared to finished size.

Flood

To print a sheet completely with an ink or varnish. Commonly called painting the sheet.

Foil Stamp

Impressing metallic foil onto paper with a heated die.

Folio (page number)

The actual page number in a publication.

FPO

For Position Only. Low resolution or mockup images used to show placement and size in a design, but not intended for final production.

Four-color Process Printing

Printing that uses black, magenta, cyan and yellow to simulate full-color images.

Gate Fold

A sheet that folds where both sides fold toward the gutter.

Graduated Screen Tint

Screen tint that changes densities gradually and smoothly, not in distinct steps. Also called degrade, gradient, ramped screen and vignette.

Grain Direction

Predominant direction in which fibers in paper become aligned during manufacturing.

Grain Long Paper

Paper whose fibers run parallel to the long dimension of the sheet.

Grain Short Paper

Paper whose fibers run parallel to the short dimension of the sheet.

GSM

The unit of measurement for paper weight (grams per square meter).

Heat-set Web

Web press equipped with an oven to dry ink, thus able to print coated paper.

House Sheet

Paper kept in stock by a printer. Also called floor sheet.

Imprint

To print new copy on a previously printed sheet.

Indicia

An image and/or text pre-printed on mailing envelopes in place of a stamp.

Ink Jet Printing

Printing by spraying droplets of ink through computer-controlled nozzles. Jet printing.

K

Abbreviation for black in four-color process printing in CMYK.

Kerning

The narrowing of space between two letters so that they become closer.

Kiss Die Cut

To cut the top layer, but not the backing layer, of self-adhesive paper. Also called face cut.

Kraft Paper

Strong paper used for wrapping and to make grocery bags and large envelopes.

Laid Finish

A parallel lined paper that has a handmade look.

Laminate

A thin transparent plastic sheet applied to paper providing additional protection.

Laser Bond

Bond paper made especially smooth and dry to run well through laser printers.

Lay Flat Bind

Method of perfect binding that allows a publication to lie fully open.

Leading

Space between lines of type.

Letter fold

Two folds creating three panels that allow a sheet of letterhead to fit a business envelope.

Letter Paper

In North America, 8 1/2' x 11' sheets. In Europe, A4 sheets.

Magenta

One of the four process colors, M. Predominately red.

Matte Finish

Flat (not glossy) finish on photographic paper or coated printing paper.

Metallic Ink

Ink containing powdered metal or pigments that simulate metal.

Metallic Paper

Paper coated with a thin film of plastic or pigment whose color and gloss simulate metal.

Mock Up

A reproduction of printed matter and possibly containing instructions or direction.

M Weight

Weight of 1,000 sheets of paper in any specific size.

News Print

Paper used in printing newspapers. Considered low quality and "a short life use."

Nonheatset Web

Web press without a drying oven, thus not able to print on coated paper. Also called cold-set web and open web.

Offset paper

A term for sometimes used for uncoated book paper.

Offset Printing

Printing that transfers ink from a plate to a blanket to paper instead of directly from plate to paper.

Opacity

Quality of paper or other substrate that prevents printing on one side from showing through the other side.

Overprint

Any printing that is done on an area that has already been printed.

Overrun

Quantities of sheets printed over the requested number of copies.

Page

One side of a leaf in a publication.

Perfect Bind

A binding process where the signatures of a book are held together by a flexible adhesive.

Perforating

Creating a line of small dotted holes for the purpose of tearing-off or folding a part of a printed piece.

Pickup Art

Artwork, used in a previous job, to be incorporated in a current job.

Pleasing Color

Color that the customer considers satisfactory even though it may not precisely match original samples, scenes or objects.

PMS

The abbreviation of the Pantone Color Matching System.

Preprint

To print portions of sheets that will be used for later imprinting.

Press Proof

Proof made on press using the plates, ink and paper specified for the job.

Process Color (Inks)

The colors used for four-color process printing: yellow, magenta, cyan and black.

Raster Image Processor (RIP)

Device that translates page description commands into bitmapped information for an output device such as a laser printer or imagesetter.

Reverse

Type, graphic or illustration reproduced by printing ink around its outline, thus allowing the underlying color or paper to show through and form the image. The image 'reverses out' of the ink color. Also called knockout and liftout.

Right Angle Fold

A term that denotes folds that are 90 degrees to each other.

Right Reading

Copy that reads correctly in the language in which it is written. Also describes a photo whose orientation looks like the original scene, as compared to a flopped image.

Saddle Stitch

To bind by stapling sheets together where they fold at the spine.

Satin Finish

Alternate term for dull finish on coated paper.

Score

To compress paper along a straight line so it folds more easily and accurately.

Screen Printing

Method of printing by using a squeegee to force ink through an assembly of mesh fabric and a stencil.

Screen Tint

Color created by dots instead of solid ink coverage.

Self Cover

A cover that is the same paper stock as the internal sheets.

Self Mailer

A printed item capable of mailing without an envelope.

Shade

Hue made darker by the addition of black, as compared to tint.

Sheetfed Press

Press that prints sheets of paper, as compared to a web press.

Side stitch

The stapling of sheets or signatures on the side closest to the spine.

Signature

A printed sheet with multiple pages on it that is folded so that the pages are in their proper numbered sequence, as in a book.

Solid

Any area of the sheet receiving 100 percent ink coverage, as compared to a screen tint.

Soy-based Inks

Inks using vegetable oils instead of petroleum products as pigment vehicles and are easier on the environment.

Spine

Back or binding edge of a publication

Spiral Bind

To bind using a spiral of continuous wire or plastic looped through holes. Coil bind.

Spot Color or Varnish

One ink or varnish applied to portions of a sheet, as compared to flood or painted sheet.

Trap

The overlapping of one color over a different, adjacent color to ensure that no white space is visible where the two colors meet.

Trim Size

The size of the printed material after the last trim is made.

Uncoated Paper

Paper that has not been coated with clay. Also called offset paper.

UV Coating

Liquid applied to a printed sheet, then bonded and cured with ultraviolet light.

Variable Data Printing

Is a form of on-demand printing in which elements (such as text, graphics, photographs, etc) can be changed from one printed piece to the next, without stopping or slowing down the press, using information from a database.

Varnish

Liquid applied as a coating for protection and appearance.

Vellum Finish

Somewhat rough, toothy finish.

Virgin Paper

Paper made exclusively of pulp from trees or cotton, as compared to recycled paper.

Watermark

Translucent logo in paper created during manufacturing by slight embossing from a dandy roll while paper is still approximately 90 percent water.

Web Press

A printing press that prints on rolls of paper passed through the press in one continuous piece, as opposed to individual sheets of paper.