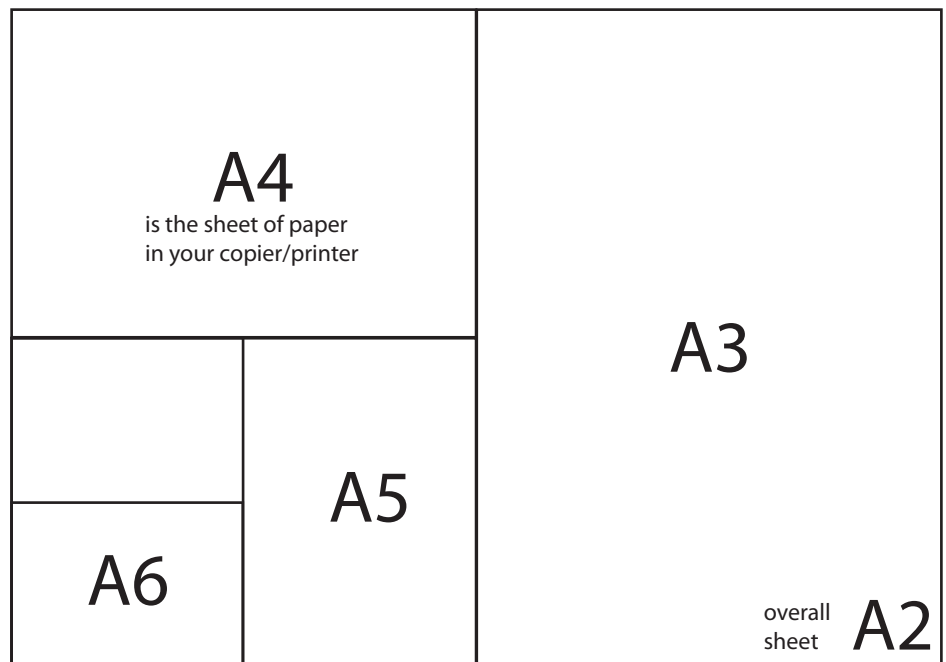


Terminology



... for the uninitiated

A quick guide to the economies of print size and methods:

Printing works broadly on multiples of A4.

Small jobs can be derivatives of an A4 sheet, printed on one or both sides and supplied flat or folded.

Multi page documents need to be in multiples of 4 sides.

There are 3 main ways of printing a booklet/leaflet, which are:

Digital

Like super-high quality colour photocopying, with an end product that looks like normal print. It doesn't have the set-up costs of traditional printing methods and is ideal for small quantities, but the size of job and types of paper that can be used are restricted.

Litho

The traditional way of printing using presses with rollers and wet ink, the process uses big sheets of paper which are then trimmed down to size. A much more flexible method that copes with folders, odd shapes and larger jobs.

Web offset

The method by which newspaper/magazines are printed with enormous presses that use big rolls of paper. This is ideal to get the cost down for very large runs of large jobs. Quantities of 50,000 plus would be printed this way.

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