



Although the term ‘finishing’ refers to any post-printing process, including the operations of cutting, trimming, folding and binding, it also refers to specialised decorative processes.

Aqueous coating

This clear coating is used to protect your printed pieces. It provides a high-gloss surface that deters dirt and fingerprints. Aqueous coating improves the durability of postcards as they go through the mail, and protects business cards as they ride around in people’s pockets. It also looks fabulous on brochures, catalogue covers and stand-alone flyers.

Blind emboss

A design or impression that is made without using inks or metal foils.

Die-cut

The cutting of shapes from the substrate using a custom made metal die and stamping machine.

Embossing and debossing

A die-stamping process resulting in a raised (emboss) or depressed (deboss) surface on the substrate. Embossing may be executed either without any printing to highlight the affected area (blind emboss) or as a complement to a printed area, for instance where a logo is first printed on a surface and then embossed.

Hot foil stamping

A process whereby a metallic foil is die-stamped on to a substrate (usually paper) to leave an imprinted logo, text or other graphic device in the colour and material of the metallic foil. A popular technique for book titles and business cards, hot stamps are generally either gold or silver, but may be created in a wide range of metallic colors.

UV coating

A very shiny and durable high gloss coating applied to printed material. Applied as a liquid then cured with ultraviolet light.

Varnish

A clear coating added to printed material as a protective layer for improved scuff resistance and usually higher gloss. Spot varnish involves applying a varnish to highlight specific areas on a cover/jacket usually applied over the top of matt lamination.



finishing techniques (cont)

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Lamination

Plastic film coating on a printed sheet (ie matt or gloss for protection and appearance purposes).

Hole punching

A process by which holes of a specified size are drilled through a finished, bound catalog or other printed material.

Perforation

The punching of small holes (usually in straight lines) into a sheet of paper to make a printed area easy to tear off. Used for vouchers, response cards, etc.

Scoring

A process whereby a crease is created in a straight line on the substrate, primarily used to allow for ease of folding.