

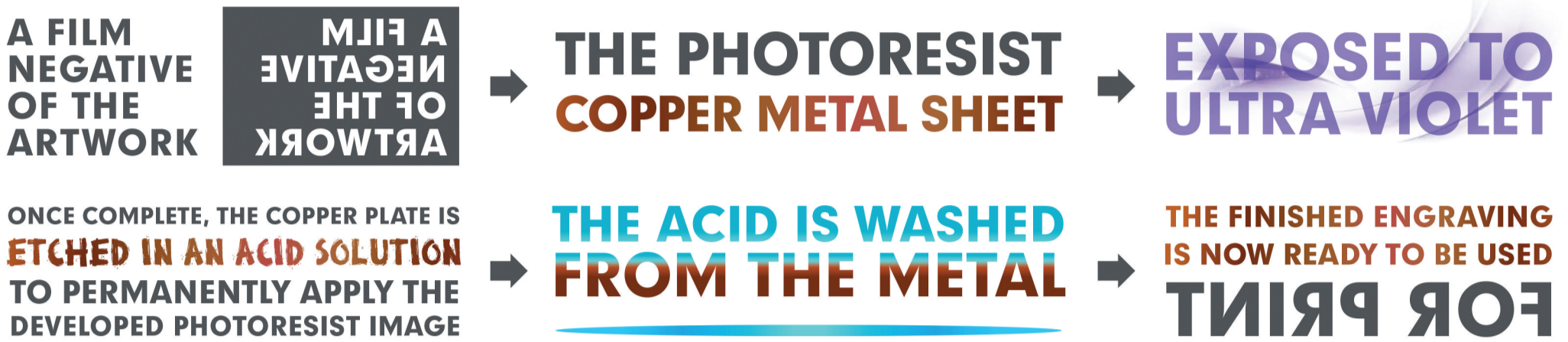
# MAKE A GREAT IMPRESSION

**↑ RAISED UP AREA VISUAL IMPACT**  
**EMBOSS DEBOSS**  
**DISTINCTIVE FEEL ↓ INDENTED AREA**  
**LOOKS AND FEELS GOOD**

PRE-PRESS Ways of getting a design onto a medium from which it can then be printed:

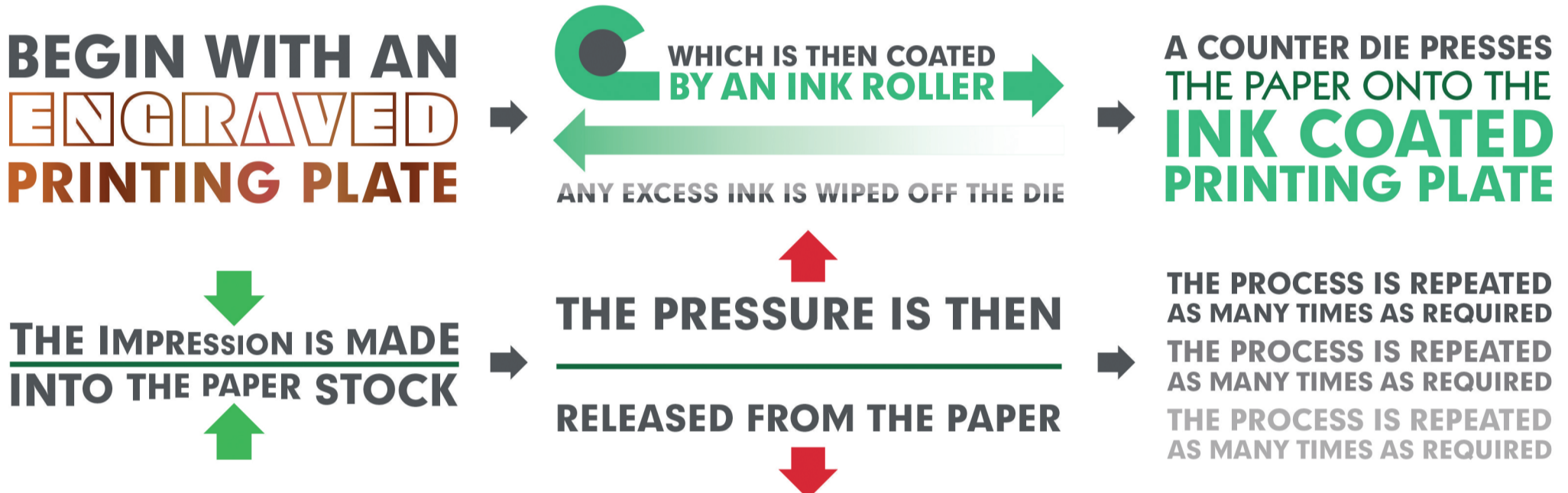
**Engraving**  
*Copperplate*  
The art of recessing a design - solid elements or delicate, complex patterns - onto a hard surface. Sometimes called Copperplate or Intaglio.  
Hand engraving involves a signature die which is interpreted by a skilled engraver.  
Formal lettering was once produced with a pantograph.  
Creative designs can be transferred to a printing plate by photo engraving.  
designs are etched or engraved into a polished copper plate.

The Etching Process explained...



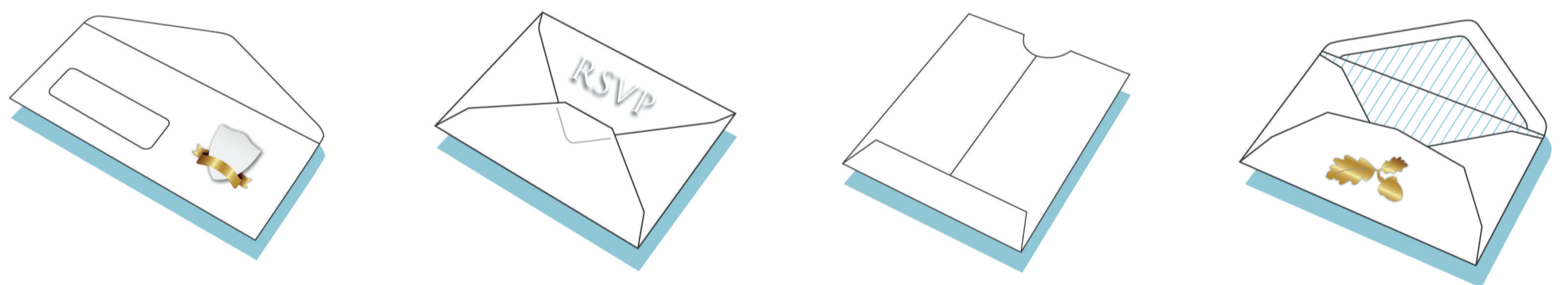
## PRINTING PROCESSES

**DIE STAMPING**  
For solid colour, intricate images and reversed out areas. A method of embossing paper or another surface with ink, using a die, pressed into the paper at up to two tons per square inch. Ideal for logotypes, multicoloured crests and stationery. This produces unique, three-dimensional character and tremendous tactile appeal, which brings work to life.  
HANDLES FINE DETAIL REALLY WELL



**BLIND EMBOSSING**  
No ink, just raised or indented pattern or words. Avoid coated or smooth papers for the best 3D effect.  
**BLIND DEBOSSING**

IDEAL FOR BROAD, SHALLOW AREAS OF EMBOSSING OR DEBOSSING  
**FOIL BLOCKING**  
● FOR EXTRA IMPACT  
● COMBINE FOIL AND EMBOSSING  
● GOLD, SILVER OR COLOURED METALLIC FOIL, MATT OR GLOSS. YOU CAN BLOCK FOILS ON TOP OF EACH OTHER TO "BUILD" COLOURS.



**LITHO EMBOSS TO REGISTER**  
A conventional litho pre-printed sheet is precisely lined up (registered) on a die which embosses or debosses the printed image.  
ADD SOME FOIL BLOCKING TO GIVE IT SOMETHING EXTRA.

**LETTER PRESS**  
IDEAL FOR PRINTING ON TO HEAVYWEIGHT SOFTER / PULPIER BOARDS  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
TRADITIONAL, ELEGANT TECHNIQUE NOW UPDATED TO DEBOSS

MATERIALS CAN CHANGE THE EFFECT  
**SHADE** [color swatches]  
**GRAIN** [texture swatches]  
**THICKNESS** [height swatches]  
**IMPRESSIONS**

Tilt the material to catch the light and reveal the appeal of an embossed or debossed image.

**DUPLEXING**  
A SHEET WITH RAISED LETTERING OR DESIGNS NEED NOT LEAVE A 'NEGATIVE' DEBOSSED IMAGE ON THE REVERSE.  
**DUPLEXING**  
SIMPLY BOND ANOTHER SHEET TO IT PRINTED WITH WHATEVER TECHNIQUE YOU FANCY!