

Avoiding Coming Printing Mistakes

When ordering from a print service, there are many things about your order you need to be aware of. Below is a guideline for ordering that will ensure you get exactly what you are looking for.

Job Description: Is your job business cards, postcards, brochures, or something else? Knowing what the job is helps us when it comes time to print it.

Quantity: How many do you want? Some types of jobs have different minimums in quantity, so be sure to ask if you only need a certain amount.

Size: This is the final size of the job. Some types of jobs have standard sizes, such as business cards which are 3 1/2 inches by 2 inches. See **Finished Size** and **Flat Size**.

Paper Stock: Is your job on regular paper or cover stock? Or something special? If you know the paper weight, be sure to let us know so we can put on the correct stock.

Paper Color: There are many different colors and styles of paper out there. If you have a certain color of stock you want your job done on, you can bring in a sample and we will find a match for you.

Number of Pages: How we plan your job depends on many factors, including how many pages are involved. We will also need to know if you want it double-sided or single-sided.

Ink: For some jobs, we do one or two color ink printing. This involves a standard press and specific colored inks. We use PMS colors on our press, which stands for Pantone Color Matching System®. You're welcome to come in and view our PMS swatch book to pick out your color, or send us the PMS number if you happen to know it. We do have a set of standard colors, most of which are available for no extra charge, but custom PMS colors do require a custom charge. See [our standard color list](#).

Four Color Digital Printing: Many companies are using full color printing these days, known as a four color process or CMYK printing. With new advances in digital printing, the cost of the four color process has gone down and in some cases is even more advantageous than a simple two color ink job. You can also mix the two, such as having full color on the front of a postcard and one color on the back. Because we can handle both kinds of printing, we can help you come up with the best solution to give you the printing job you desire.

Extra Services

Below is a list of extra services that PrintOGraphics offers. Many of them incur an additional fee, so be sure to contact us before you order for a free custom estimate.

Bleed: A bleed occurs when the ink color extends off the edge of the page. Each side with a bleed area is counted as one bleed, so a paper that has color extending off the top and both sides would have three bleeds. See [Bleed, Margins, and Trim](#).

Coating: UV coating is available for an extra charge. This light-weight coating adds shine and protection for a minimal cost. We also offer a varnish coating in a gloss or matte finish to protect the ink from smearing or scuffing.

Folding and Scoring: Folding is an extra charge, depending on the type of folding involved. This can be a single fold, horizontally or vertically, or something more involved such as a double parallel fold. Scoring involves pressing a thin piece of steel against the paper, compressing it to make folding easier. Most heavy-weight paper will require scoring before folding to prevent the paper from cracking.

Stapling: Stapling involves using a metal staple to bind a job together. There are many variations of stapling, from a single staple in the corner to saddle-stitching, which involves two staples in the middle of a book that is folded in half.

Perforation: Some jobs require a perforation, which is a dotted score that allows for a part of the page to be easily torn off. This can be a horizontal perf, a vertical perf, or some combination of the two.

Holes: Punching holes in a paper allows for easy insertion into a binder. Some of our machines do this automatically, in some cases it must be done with a die.

Foil: To foil stamp we must create a stamping tool, known as a die, and stamp a material onto the paper. We can do foil stamping on metallic gold and silver material as well as enamel colors. Creation of a metal die is required, which incurs an additional fee. However, the die will be kept in our files for future use, so as long as no changes are made to the die itself, it can be used again.

Embossing: This is to create a die and stamp the backside of the paper in order to create a raised effect. De-bossing would stamp the paper from the front in order to create a sunken effect. To create the embossed effect, a metal die is required, which incurs an additional fee. However, the die will be kept in our files for future use, so as long as no changes are made to the die itself, it can be used again.