



TIME



An American Tragedy

1. *Offset Lithography*



1. Offset Lithography

description :

Lithography uses simple chemical processes to create an image. For instance, the positive part of an image is a water-repelling ("hydrophobic") substance, while the negative image would be water-retaining ("hydrophilic"). Thus, when the plate is introduced to a compatible printing ink and water mixture, the ink will adhere to the positive image and the water will clean the negative image. This allows a flat print plate to be used, enabling much longer and more detailed print runs than the older physical methods of printing.

Common uses: Magazines



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2. Flexography



2. Flexography

Description: Flexography is a form of printing process which utilizes a flexible relief plate. It is essentially a modern version letterpress which can be used for printing on almost any type of substrate, including plastic, metallic films, cellophane and paper. It is widely used for printing on the non-porous substrates required for various types of food packaging (it is well suited for printing).

Common uses: flexography is commonly used for printing on plastic, foil, acetate film and other materials which are used for packaging for the food industry

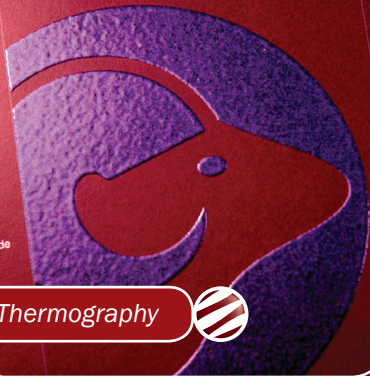


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ARIES

Eau de Toilette



olia
chloride

3. Thermography



ay

3. Thermography

Description: *Thermography (raised-letter printing) is a printing process that produces a look that is similar to copperplate engraving.*

Thermography is fast becoming a popular choice for invitations and announcements because of its ability to enhance the printed text and overall stationery quality. Quite often, thermography appears even more raised than some engraved printing. Immediately after printing, the (still wet) ink is dusted with a powder resin. The powder is then removed, so that it remains only on the inked areas.

Common uses : *wedding invitations, letterheads, business cards, greeting card.*



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4. Screen Printing



4. Screen Printing

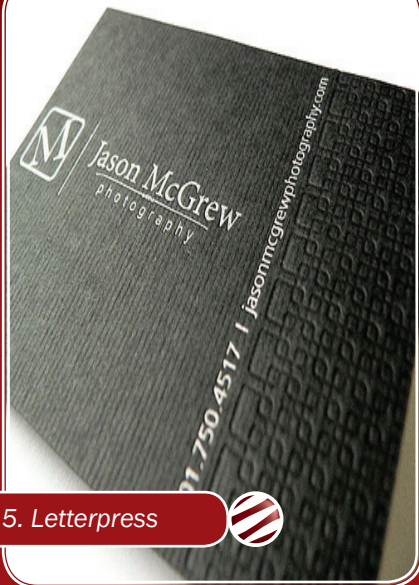
Description: Screen printing is a technique that uses a woven mesh to support an ink-blocking stencil. the attached stencil forms open areas of mesh that transfers ink or other printable materials which can be pressed through the mesh as a sharp-edged image onto a substrate. a fill or squeegee is moved across the screen stencil, forcing or pumping ink into the mesh openings for transfer by capillary action during the squeegee stroke.

Common uses : The most common uses for screen printing are tee shirts and posters



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5. Letterpress



5. Letterpress

Description: Letterpress printing is relief printing of text and images using a press with a “type-high bed” printing press & movable type, in which a reversed, raised surface is linked & then pressed into a sheet of paper to obtain a positive right-reading image. Chinese first invented movable type. It was the normal form of printing text from its invention by Johannes Gutenberg in the mid-15th century and remained in wide use for books and other uses until the second half of the 20th century.

common uses: letterpress is used for wedding invitations and high quality business cards



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6. Gravure



6. Gravure

Description: Gravure printing is the process in which the image to be printed consists of depressions or recesses on the surface of the printing plate. The process is the reverse of relief printing, in which the image is raised from the surface of the plate. The printer forms the image by cutting into the plate by hand or by using acids or other chemicals to etch the plate along the lines of the desired image. The printer then covers the plate with ink and wipes the ink from the higher surface, leaving the depressions, or intaglio areas, filled with ink.

Common uses : drink bottles



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MR. AND MRS. SURESH WELI
REQUEST THE PLEASURE OF YOUR COMPANY
AT THE MARRIAGE OF THEIR DAUGHTER

Arani Manjula

TO

Vikram Jivresh

SON OF DR. AND MRS. CHANDRANATHA SAHAI
SATURDAY, THE EIGHTH OF MAY
TWO THOUSAND TEN

AT TWO O'CLOCK IN THE AFTERNOON
CASA DEL MAR
SANTA MONICA, CALIFORNIA



RECEPTION TO FOLLOW

7. Foil Stamping



7. **Foil Stamping**

Description: foil stamping is a commercial print process, is the application of pigment or metallic foil, often gold or silver, but can also be various patterns or what is known as pastel foil which is a flat opaque color or white special film-backed material, to paper where a heated die is stamped onto a foil, making it adhere to the surface leaving the design of the die on the paper, foil stamping can be combined with embossing to create a more striking 3D image.

Common uses: its main uses are to make letters and images on business cards, hard cover menu's



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8. *Blind Emboss-*



8. *Blind Embossing*

Description: *Blind embossing is typically accomplished by applying heat and pressure with male and female dies, usually made of copper or brass, that fits together and squeeze the fibres of the substrate. The combination of pressure and heat raises the level of the image higher than the substrate, while “ironing” it to make it smooth. In printing this is accomplished on a letterpress. The most common machines are the Kluge letterpress and the Heidelberg letterpress.*

Common uses: *Postage stamps, letter heads, passports, company logos, high end business cards, book or diary covers.*



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9. Die Cutting



9. Die Cutting

Description: Die cutting is a design technique that makes use of metal dies that is cut into patterns using blades. whatever shape you want to create, that can be done through die cutting. if you want to create uniquely shaped business cards, envelops, or folders, you would need to use this technique. there are different types of die cutting, two of them are peroration and laser engraving, in perfoation die cutting, the die cut is not removed from the original material, instead a perforated area is created so the material stays in place until it is ready to be removed.

Common uses: Die cut business cards



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VIP

10. Spot Gloss Varnish



10. Spot Gloss Varnish

Description: spot gloss varnish is a special effect that puts an overprint varnish only on specific areas of a printed piece, spot gloss varnish is often used to make a photographic pop off the page. it refers to the selective application of a varnish, UV ink, or other gloss-enhancing finish to select areas of the printed piece. when applied, the selected image has a higher gloss level than the unvarnished image areas and appears smoother than the surface of the ink/paper combination that it overprints.

Common uses: business cards, specific lettering which is designed to stand out, also hotel information folder covers



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11. Saddle Stiche



11. Saddle Stitched

Description: Saddle stitching is a means of binding pages together by driving staples through the centrefold of a signature or group of signatures, saddle stitching, along with side-stitching are collectively known as wire stitching, although side stitching is rarely used anymore, many magazines and newsletters are bound by saddle stitching, such as time, newsweek, natural history and many others. although perfect binding has replaced much saddle-stitching, the latter is still the most effective method for binding materials that are up to 6 inch thick.

Common uses: small booklets



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12. Side Stitched



12. Side Stitched

Description: This is a method of securing the leaves or sections of a book with wire staples, from front to back of the entire thickness of the text block. side stitching is one of the strongest forms of construction and is frequently used in binding textbooks, it is also a common method of binding periodicals issues made up of leaves or more the more section, and which therefore cannot be saddle stitched. the stitching is done by means of a machine that cuts the wire, forms it into a staple, drives it through the paper, and clinches it from from the other side, **Common uses:** used in binding textbooks



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13. Perfect Bound



13. Perfect Bound

Description: the perfect bound method is often seen as the most professional of the binding techniques as it offers the best looking finish, the printed and folded signatures are first gathered together, the cover is scored to the thickness of the spine, creating a channel or groove for the gathered signatures, then, an additional score is placed on either or both the front and back covers to act as a hinge to help prevent stress at the binding every time the cover is opened and to allow glue to creep over the edge.

Common uses: from booklets to magazines, catalogs, higher education view books, software manuals



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14. Case Bound Book



14. Case Bound Book

Description: This type of binding is a classic method for quality books and registers, cased in books are made of greyboard and covered with either printed paper or material such as pvc coated paper, book cloth and buckram, leather cloth or the ultimate-real leather, there are a vast selection of coverings that are suitable for this purpose, this type of book is usually sewn together in sections and attached to the inside with endpapers which are glued to the bookblock and the case.

Common uses: hard cover novels, restored books, "coffee table books" large display books



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15. Burst Bound Book



15. Burst Bound Book

Description: a burstbound book is similar to that of a perfect bound book in appearance, however it will provide generally twice the strength of a perfect bound book, it is often used for publications that might be subject to frequent usage or when more difficult stocks are to be bound, the key to a well produced burst bound book ;is in the preparation of the spine when the folded sections are to be produced. this form of binding is more durable than perfect binding where the spine of each section is slotted during the folding process.

Common uses: large books with hard covers ,childrens hard cover books



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16. Single Fold Leaflet



16. Single Fold Leaflet

Description: Single fold leaflet are basically single folding advertising pieces manily used to introduce a company or organization to the public and inform them about products and /or services to a target audience,these single fold leaflets are maily distributed by mailout,handed out personally or placed in brochure racks.brochures are often printed using four color process on thick gloss paper to give an initial impression of quality. businesses may turn out samll quanities of brochures on a computer printer or on a digital printer but offset printing turns out higher qualities for less cost.

Common uses: single folder leaflets



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17. Gate Fold

17. Gate Fold

Description: The term gate fold is for a document folding method where two parallel folds are fold to create six panels, these panels are three on the inside of the document and three on the outside, the left and right panels are roughly half the width of the centre panels and fold inward to meet in the middle without overlapping, sometimes a gatefolded piece is folded inward one more time along a central crease, this method is called closed gate fold or double gatefold, the closed gatefold method creates eight panels, four on each side of the paper. **Common uses:** flyers and brochures, special bifolds



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18. Letter or Roll Fold

Description: The letter or roll fold consist of a folding patten which the folds are parallel and in the same direction,so that a kind of spiral is produced. the letter fold is a parallel fold. two or more panels of the same width of the folded signature are folded around one panel.when the signature is folded twice,there are three panels on each side(six pages),with a trifold ,the result is four panels on each side(eight pages)to allow proper nesting of panels that fold in,inside parallels are usally $1/32''$ to $1/8''$ smaller then the inside end panel being the smallest.

Common uses: flyers which have more then four folding panels.



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19. DL Envelope



19. DL Envelope

Description: DL which stands for dimension lengthwise (110 x220) envelope is a common packaging item, usually made of thin flat material, it is designed to contain a flat object, such as a letter or a card. traditional envelopes are made from sheets of paper to one of three flat shapes, a rhombus, a short arm cross or a kite. these shapes allow for the creation of the envelope structure by folding the sheet sides around a central rectangular area, in this manner, a rectangular -faced enclosure is formed with an arrangement of four flaps on the reverse side.

Common uses: envelopes



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20. C4 Envelope



20. C4 Envelope

Description: the C4 envelope which is 324mm x229mm in size is a highly essential product which is highly needed as a packaging product. envelopes of this kind are capable of carrying special loads (unusual size cards) to a far away location, these are popular for carrying greeting cards which are taller or letters which are folded as to demand a envelope size of 324 x 229 mm. most homes globally carry these envelopes in one form or another as they are unlike the DL envelope which is more suited to a A4 sheet of paper letter.

Common uses: christmas cards, birthday cards or special letters .



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21. Window Envelope



21. Window Envelope

Description: *These envelopes are the most common form of business envelope as they have a clear thin plastic area(window) which allows the written address which is based at the critical point of the letter to be seen through this plastic window,many companys like for example legal firms,utility companys,companys who send out their billing accounts each month use these window envelopes,these envelopes use standard envelope paper and are commonly used to send letters nationally across australia to other businesses.*

Common uses: *business letters,billing letters,litigation letters*



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