

## GLOSSARY

**Abrasion Resistance** - The ability of ink or paper to withstand rubbing and scuffing

**Acid-Free Paper** - Paper manufactured with a controlled PH that is neutral or slightly alkaline.

**Additives** - Any ingredients, other than pulp, added to paper during the manufacturing process. Paper additives may include clay fillers, dyes, organic materials, sizing or other chemicals.

**Against the Grain** - Folding paper at right angles to the grain.

**All-Rag Paper** - Paper made from a pulp made of rags or short cotton fibers.

**Anodized Grommets** - Non-tarnishing metal rings

**Aqueous Coating** - A water-based coating applied on an offset press, as a final step in printing. Aqueous coating gives a dull, matte or gloss finish, and like varnish or UV coatings, protects the surface of the printed piece.

**Artwork** - Any image or text to be imprinted, such as a logo, company name, or drawing.

**Base** - The lower portion of the box that normally holds the item.

**Base wrap** - The paper being laminated to the base of the box.

**Basis Weight** - Weight in pounds of 500 sheets (a ream) of paper cut to a given standard size (this is called the basis size, and varies depending on the grade of paper).

**Beater Dyed** - The process of using paper pulp, dyed to a match color, to create colored paper.

**Beers Box** - A pop-up style box that folds flat.

**Beersplex Box** - A combination of a Beers box and a simplex box construction.

**Blank** - The unfinished cardboard base or lid of the box still flat.

**Bleaching** - A chemical process used to whiten and purify pulp used for paper.

**Bleed** - A printed color or image that runs off the trimmed edge of the paper, achieved by printing a larger area and trimming off the excess. The bleed also refers to the area that will later be trimmed.

**Blind Debossing** - Stamping done over a non-printed or foiled area in which the image is lowered. This process calls for a die.

**Blind Embossing** - Creating a relief impression (pressing artwork onto a surface) without adding ink, foil or other color. The blind emboss is visible because of the shadow it casts through a raised image, and in some cases because of a change in the surface texture of the area.

**Blind Embossing** - Stamping done over a non-printed or foiled area in which the image is raised. This process calls for a die.

**Board Caliper** - Refers to the weight of the board.

**Box** - A complete base and lid.

**Calendered Paper** - Paper with a smooth finish produced by its being passed through the calender of a papermaking machine.

**Calendering** - The process of finishing a sheet of dry paper by pressing it between a set of chilled metal rollers, generally at the end of a papermaking machine. The paper passes through these rollers to increase the smoothness and gloss of its surface.

**Caliper** - Refers to the thickness of the cardboard used for the box.

**Caliper** - The thickness of a single sheet of paper (or plastic) under specific conditions. The measurement is made with a micrometer, expressed in thousandths of an inch (mils or points).

**Camera Ready Artwork** - Artwork (an image or text) ready for photography.

**Cast Coated (Frosted)** - A process whereby a wet coating is press against a hot or warm metal drum giving it (in this case a plastic bag) an enhanced finish.

**Cell** - In gravure printing, the small etched depression (representing one halftone dot) in the surface of the gravure cylinder that carries the ink.

**Closing - Placing lids on the base of the box.**

**CMYK - Abbreviation for the four colors used in printing, namely cyan (blue), magenta (red), yellow and black.**

**Coated Paper - Paper that has been given a varnish coat. This helps to seal the paper and reduce dot gain (which runs at about 8% on average). High quality grayscale and four-color images are printed on coated stock.**

**Coated Paper - Paper with a surface treated with clay or some other pigment and adhesive material to improve the surface in terms of printing quality. The coated finish may be dull, matte or gloss. Coated papers are generally available in white or natural (off-white).**

**Color Correction - The process, in four-color separations, of adjusting the color values to achieve a more pleasing or accurate image**

**COLOR KEY - A color key is the proof that consists of four or more layers of film (yellow, magenta, cyan, black, and some custom colors perhaps) one color per film. The dot pattern on each is consistent with the dot pattern produced during the printing process. It is also viable for printing two color jobs. This process comes in handy for checking fit, registration, color breaks or adding 5<sup>th</sup> and 6<sup>th</sup> colors over match print proofs.**

**Color Matching Systems - A method of specifying a specific, standard color by means of numbered color samples available in swatchbooks. Pantone and Toyo are two commonly used color matching systems.**

**Color Separation - The process of converting full color images into the four “process” ink colors of cyan (blue), magenta (red), yellow and black using photographic and electronic scanning processes.**

**Color Transparency - A full-color photographic positive on transparent film. Also called a chrome**

**Cotton - A special non-tarnishing fiber that lies in the base of the box to protect and enhance the value of the product in the box.**

**Custom Embroidery - See Embroidery**

**Cyan - One of the “process colors.” Also referred to as process blue.**

**Dandy Roll** - The wire cylinder on the papermaking machine that impresses patterns and watermarks on the surface of the paper. Also called a dandy.

**Deboss** - A process similar to hot stamping where your logo or design is slightly pressed into the paper without any hot stamping foil.

**Debossing** - The process of pressing artwork onto paper using a metal or plastic die to create a depressed image.

**Deckle Edge** - The wavy, feathery edge of a sheet of paper created during manufacture.

**Densitometer** - An instrument used to measure the optical density of ink on paper. Used to insure consistent color and coverage within a press run and from press run to press run.

**Die** - The metal or plastic shape used to create an impression – an “emboss” or “deboss”. A die is also used to cut paper or cardboard in an irregular shape.

**Die Cut Bags** - A bag with handles formed by cutting into the bag.

**Die Cutting** - The use of a metal blade, formed to match a desired shape, to make a precision cut in paper or plastic.

**Die Cutting bags** - One of the more trendy uses of die cutting is often applied to the bag’s handle. By using the same, continuous substrate for both the handle and the bag, the design element makes a very modern, seamless fashion statement. The handles are oftentimes reinforced making it what is known in the industry as a “patch handle”. Die cutting can also be used for creating a window in the bag. This is often used in the packaging of food products.

**Die Cutting boxes** - The process of cutting the shape of your box out of a larger piece of cardboard. Boxes are formed using die cutting instead of scoring normally on larger runs.

**DISTORTION**- Flexographic printing plates grow in length in the direction around the cylinder when mounted for printing.

**Doctor Blade** - In gravure printing, a thin-edged, flexible metal blade fitted on a rotogravure press that scrapes the excess ink from the surface of the engraved printing cylinder prior to printing.

**Dot Gain** - The tendency of the dots in screened images to print larger than they are on the film or the printing plate.

**Dots Per Inch (DPI)** - A resolution measurement for printers meaning the number of dots in a screened image that fit horizontally and vertically into a one-inch measure. Generally, the more dots per inch, the greater the detail in the image.

**Dropout Halftone** - A halftone in which the highlight areas have no screen dots. Also called a highlight halftone.

**Dummy** - An unprinted mock-up of a to-be-printed piece, using the same materials as the final piece.

**Duotone** - A two-color halftone made from a regular black and white photograph.

**Duplex Paper** - Paper or board with a different color or finish on each side.

**Dye Transfer** - A full-color print made on specially coated paper from reflective art or transparency.

**Emboss** - A process similar to hot stamping where your logo or design is slightly raised on the paper without any hot stamping foil.

**Emboss** - The process of creating raised letters or shapes on paper using a metal or plastic die. An embossed surface will have a textured feeling.

**Embossed Hot Stamping** - The process takes place during the foiling stage. The dimensional image is registered so that it matches up to the foil. This process also needs a die.

**Embroidery** - Decorative needlework, used to customize ribbon or bags.

**Engraving** - A relief printing plate used in letterpress. Also refers to the intaglio plate used for the production of engraved printing.

**Felt Side** - In paper manufacturing, the top side of the sheet, as opposed to the underside, or wire side.

**Filler** - Products such as foam, cotton, or pads that are normally placed in the base of the box.

**Finish** - A general term for the surface characteristics of paper or board. The finish of a surface may affect its printability. Coated papers are generally available with either a matte, dull or gloss surface. Uncoated papers are available in a wider variety of finishes, for example: Felt is a finish that simulates the soft surface appearance of felt fabric; Groove is a textured finish with shallow or parallel grooves; Laid is a traditional paper finish with a translucent pattern of lines running both parallel to and across the grain; Linen is a finish that simulates the texture of linen fabric; and Vellum is the most popular finish for uncoated paper and is a smooth finish with a few irregularities.

**Flat Color** - Generally refers to solid colors or tints rather than process colors.

**FLEXOGRAPHIC PRINTING** - Frequently used for printing on plastic, foil, acetate film, brown paper, and other materials used in packaging, flexography uses flexible printing plates made of rubber or plastic. The inked plates with a slightly raised image are rotated on a cylinder which transfers the image to the substrate. Flexography uses fast-drying inks, is a high-speed print process, can print on many types of absorbent and non- absorbent materials, and can print continuous patterns such as gift wrap. This printing process uses raised image printing plates made from photopolymer or rubber transferring ink from the plate to the substrate.

**Flexography** - A relief printing process that uses rubber or photopolymer plates that wrap around a cylinder of printing press and print directly onto the paper or plastic surface. Flexography, or flexo, is best for printing large areas of solid color, but is not well suited for multiple color jobs requiring tight registration.

**Foam** - A filler that normally has simulated velvet laminated on top to provide the highest perceived value for the product in the box. Foam can also be die-cut to hold high-end jewelry products such as rings or other fine jewelry.

**Foil Stamping** - The use of a thin sheet of metal, plastic or other material (clear or opaque) which is “stamped” onto the paper surface. Foil stamping can be combined with embossing or debossing.

**Folded Handles** - Flat paper handles that fold down onto the top of a bag.

**Font** - A specific type or style of text to be used.

**Fountain** - On a printing press, the ink reservoir that holds the ink for use while the press is printing, and from which the ink is metered to the form by rollers.

**Fountain Roller** - On a printing press, the roller that revolves in the ink fountain and meters out the proper amount of ink to the distributing rollers.

**Four Color Process** - The method of reproducing a “full-color” image by converting it into the four “process” ink colors – cyan (blue), magenta (red), yellow and black, which, when printed over one another, simulate the continuous tones and full range of colors in the original image.

**Four color process** - The subtractive primaries: yellow, magenta and cyan, plus black in four-color process printing. These four inks can combine to reproduce full-color artwork and designs.

**Gang Printing** - The running of any number of different jobs on the same sheet. After printing, the sheet is cut and the cost is pro-rated.

**Ghosting** - A condition in which the printed image appears again (faintly) where not intended. Usually caused by an uneven distribution of large, solid areas of ink.

**Glassine Pad** - A semi-clear plastic pad.

**Gloss** - A shiny look to a surface that can cause inks to appear richer in color.

**Grain** - The direction in which most fibers lie in a sheet of paper. The direction of the grain is important for strength and fold quality. A sheet folded with the grain folds easily.

**Gravure** - A printing method based on intaglio printing, in which the image area is etched below the surface of the printing place. The gravure plate or cylinder is immersed in ink and then wiped clean with a doctor blade, leaving ink only in the etched areas. There are two basic gravure presses rotogravure, which prints from cylinders onto a web of paper; and sheet-fed, which prints from flat plates curved around the cylinder of the press onto individual sheets.

**GRAVURE** - This printing process uses engraved metal cylinders with cell shapes to transfer ink directly from the engraved cylinders to the substrate.

**Gripper** - A row of clips that hold the paper as it travels through the press. Leaving “gripper space” requires that an area of the paper (approximately 3/8”) not be printed along the leading edge in a sheet-fed press.

**Grommet** - A metal or plastic ring used to reinforce holes.

**GROMMETS (EYELETS)** - In order to ensure the durability of the shopping bag and give it a more finished look, designers often choose to use grommets to attach the handles to the bag. We offer a variety of colored grommets to complement your design.

**Gusset** - Narrow panels, generally the sides of folding bags, that fold in upon themselves for storage.

**GUSSET** - The “side” of the bag. Always prepare gusset artwork to the left of the face panel.

**Halftone** - The reproduction of a continuous-tone image in which the graduations of tone are obtained by the relative size and density of tiny dots in a regular pattern.

**Halftones or Screenings** - This refers to the dot pattern that gives the art dimension- the gray-colored tones halfway between shadows and highlights in a reproduced image.

**Halo Effect** - The piling up of ink at the edges of the printed letters and halftone dots, especially in letterpress printing.

**HDPE (High Density Polyethylene)** Most common use is for produce bags in grocery stores.

**HDPE Frosted** - Bag tends to be more rigid due to it being a blend. It does not look like the above bag.

**Hickey** - A defect, or spot appearing in the printed piece. Hickies are caused by dust, lint or bits of ink skin and show up as specks surrounded by a halo effect

**Hot Stamping** - The process by which a logo or your identity is transferred to the paper of the box through heat, pressure, and special stamping foils. This process is preferred over printing when you want a single vibrant color or glossy look to your logo and is perfect for shorter runs. This process offers an excellent way to create a very upscale look at a minimum cost. We have a stunning palette of hot stamping foil colors to choose from including different golds, silvers, coppers and other assorted colors. This process can be applied to both paper and plastic substrates.

**Hot Stamping** - Using pressure and heat to melt foil onto a surface in a desired shape (such as the shape of an image). This can be combined with embossing to create a sculptured effect. This effect does not always work with all papers because they may prevent foil from sticking to certain papers.



**INK COVERAGE** - Term used to describe the amount of ink to be printed on a bag. There are three levels: schedule 1=25% or less ink coverage, schedule 2=65% or less ink coverage, and schedule 3=100% or less ink coverage.

**INK DRAWDOWN** - A representation of an ink which has been rolled out by hand on a sample of the actual paper on which an order will be printed. This PMS color or a special match color is sent to a customer for approval prior to printing.

**Ink Holdout** - A characteristic of paper that keeps the ink on the surface, preventing it from being absorbed into the paper's fibers and minimizing dot spread (similar to dot gain), resulting in a sharp, clean printed image. Coated papers generally have good ink holdout.

**INK LAYDOWN** - Term used to describe the order in which ink colors are printed. Rule of thumb is lightest to darkest.

**Kraft Paper** - A paper manufactured using kraft pulp. Originally developed and used for its strength, kraft papers are often used for their "low-tech" or "organic" feel.

**Lamination** - Technically, the bonding of two sheets, either of the same or of differing materials. Generally meaning the application of a thin plastic film to a printed sheet for protection or appearance, creating a hard, glossy surface that is impervious to stains.

**Lamination (Gloss and Matte)** - Another highly popular application we offer are laminates. This process adds a thin layer of film over the bag which can give it either an extremely shiny appearance or a matte effect.

**Layer Board** - A paper board used to separate layers of candy in a box.

**LDPE** - Low Density Polyethylene

**Letterpress** - A relief printing method which uses plates that raise the printing areas above the non-printing areas. Rollers are used to apply ink to only the raised areas, and the inked image is transferred directly to the paper or similar surface.

**Lid** - The upper portion of the box that fits on top of the base of the box.

**Lid wrap** - The paper being laminated to the lid of the box.

**LINE COUNT** - Sometimes called screen count, it refers to the number of dots per linear inch (example: a 65 line screen has 65 dots in one linear inch).

**Lines Per Inch (LPI)** - Literally, the number of lines in an inch used as a method of measurement for the resolution of an image. The greater the number of lines per inch, the higher the resolution and the sharper and greater the detail in the image. The term “Dots per Inch” or “dpi” is becoming more common. The numerical values of “Lines per Inch” and “Dots per Inch” are not interchangeable.

**Logotype** - A name, symbol or trademark for a company, recognizable as representing only that company. Also referred to as a logo.

**Machine Finish** - An uncoated paper with a smooth but not glossy finish.

**Magenta** - One of the process colors. Also referred to as process red.

**Make Ready** - The process of setting up the press, preparatory to printing, so that the final printed impression will be sharp and even.

**Master Packing** - The process of placing smaller corrugated cartons into a larger corrugated carton. For example, many of our boxes are packed 100 in to a corrugated carton, then five of these cartons are placed in one master carton of 500 boxes total.

**Matchprint** - A matchprint is a full color copy made from the actual negatives your file will be printed from. It is a good way to verify the color information. It is important to note that when you transfer colors from your screen to paper, some important things happen. First, your image is going from a backlit RGB (Red, Green, and Blue) to a flat CMYK (cyan, magenta, yellow and black) with layer on layer of color on top of each other creating a more opaque look. So, colors that can be produced on the screen cannot be reproduced on paper or when printed.

**Matte Film** - Film used to produce a flat, non-glossy look.

**Matte Finish** - Paper with an uncalandered, lightly-finished surface.

**Matte Ink** - Ink used to produce a flat, non-glossy appearance.

**Memory** - The ability of a material which allows it to retain a fold or similar property.

**Metallic Inks** - Inks containing metallic bronze or aluminum powders in a varnish base which produce the appearance of gold, silver, copper or bronze.

**Mezzotint** - The line conversion of a continuous tone photograph to imitate an etched pattern.

**Micron** - A measure of length; the thousandth part of one millimeter; the millionth part of a meter. This is a common measurement for width of plastics. If you want to convert from the American form of measurement of mil(s) to microns, you can multiply the mil by 25 to get to the number of microns.

**Moire** - An undesirable pattern created by the incorrect alignment of the screen angles of multiple screen layers or by a conflict in resolution when a screened image is re-screened electronically.

**Mullen Tester** - A machine used to determine the bursting strength of paper.

**Neck** - A piece of cardboard that is normally inserted into the lid of the box to provide more room (or clearance) for the item in the base of the box.

**Nest** - When a smaller box is placed inside a larger box normally to save freight costs and space. This also sometimes refers to the process of nesting lids or bases when they are stacked inside each other in a zigzag process.

**Offset** - An indirect printing method in which ink is applied to the raised areas of a printing plate, then transferred to a blank rubber plate (a "blanket") which then transfers the final image to the paper of similar surface. The ink smudges created when wet ink transfers from one printed sheet onto the next sheet in a stack.

**OFFSET Printing** - Any form of printing in which the ink transfer is not made directly from the plate to the paper. The offset is supplied by the use of a blanket (a large rubber roller). The plate transfers the ink to the blanket which, in turn, transfers the ink to the paper. The most common form is offset lithography (also the most common method of commercial printing overall). Letterpress and gravure are two other printing methods that can be offset. Offset lithography is distinguished from these two by the fact that there is no etched or raised surface on the plate; the separation of printing and non-printing areas is made chemically, rather than physically. This printing process that uses an intermediate blanket cylinder that transfers the image from the plate to the substrate.

**Opacity** - A measure of how opaque a paper or plastic sheet is. Opacity is not always related to thickness or weight. The more opaque the sheet, the less "show through" it will have.

**Opalescent Finish** - A pearlized finish.

**Opaque** - Non-transparent; not allowing light to pass through. May refer to paper or printing inks.

**Overall Print** - Covering an entire surface with ink

**Pack** - The process of having to insert into the base of the box, then placing the completed box into a corrugated carton.

**Pad** - Normally refers to a filler for a box that consists of a piece of cardboard laminated with simulated velvet. The cardboard is then normally die cut to hold various jewelry items such as earrings, necklaces, or bracelets.

**Palletize** - Placing several corrugated cartons of completed boxes on a wooden structure (normally 40" x 48" and about 6" high). This facilitates the movement of the completed boxes in your facility.

**Pantone Matching System (PMS)** - A color matching system used to print colors according to a specific system of color identification known as the Pantone colors.

**Paper Grades** - Categories of paper based on such characteristics as size, weight and grain.

**Paperboard** - Paper with a thickness greater than .012 inches or 12 points.

**Perfecting Press** - A printing press that prints both sides of a sheet or a web in a single pass through the press.

**PET** - Polyethylene Terephthalate is a plastic resin used to make items like soft drink bottles, "custom" bottles and other consumer products. It is also used for film, oven trays, sheeting for cups, food trays and other uses.

**Pica** - A typographic unit of measurement. 12 points = 1 pica, 6 picas = 1 inch.

**Platform** - A box with a base inside.

**Platform** - A folded piece of cardboard that is normally placed in the base of the box to support a product such as a gift certificate. A 2-sided platform has two legs which keep the platform raised and a 4-sided platform has four legs which keep it raised.

**Point** - A measurement used for the thickness of paper. 1 point is 1/1000 or .001 inch.

**POSITIVE** - A photographic image which corresponds exactly to an original in all details.

**PP** - Polypropylene

**PREDISTORTED** - Art or films that have been compensated for plate elongation around the cylinder.

**PREPRINTING** - Your design is printed and rewound into roll form in one manufacturing step. The roll of printed paper is then moved to other converting equipment for bag production.

**Press Proof** - A test printing of a few sheets, using the actual materials as a final proof prior to printing the entire job.

**Printing** - Applying artwork onto a surface using ink.

**Printing** - The process by which graphics or your identity is transferred to the paper of the box through offset printing. This process is preferred over hot stamping when you have a multi-color logo or complex graphics. Also because of set-up costs, this process is sometimes preferred over hot stamping for very long runs.

**Printing Plate** - Also known as a plate, this is a surface that has been treated to carry an impression. Printing plates may be metal, rubber, synthetic rubber or plastic.

**Process Color** - The four basic colors (CMYK, or cyan, magenta, yellow, and black) used to create specific colors through various combinations of the four.

**PROCESS PRINTING** - In color printing, the process of dropping an image out of a color.

**PVC** - (Poly Vinyl Chloride) often used for flexible see-through cosmetic bags.

**Registration** - The alignment of two or more printed images so the resulting image is sharp.

**Resolution** - Measured in dots per inch (see Dots Per Inch, above), resolution refers to the sharpness or clarity of a printed image.

**REVERSE OR KNOCK-OUT-** A representation of an ink which has been rolled out by hand on a sample of the actual paper on which an order will be printed. This PMS color or a special match color is sent to a customer for approval prior to printing.

**Reverse Plate -** A printing plate in which the tonal values are exactly opposite from the original art. A reverse plate is made from a film positive instead of a film negative.

**Reverse Type -** Type that drops out of the background color and appears the color of the paper.

**RGB -** Abbreviation for red, green, and blue, the three colors used in cameras.

**Ribbon -** A decorative item that can be placed around a box to keep it shut.

**Rigid Box -** A hard, non-collapsible box, also known as a set-up box.

**Rivets -** In addition to grommets, we can also attached bag handles and augment your design with the use of rivets.

**Roll-Out -** Ink put down by hand roller on poly or paper for testing or sampling purposes to determine color or other characteristics.

**Rosette -** A cluster resembling the petals on a rose, created by the overlapping of the dots that make up the four-color process images.

**Rule -** A line, used for a variety of typographic effects

**Score -** A channel pressed (or embossed) into a paper or paper board creating a hinge, allowing it to fold more easily. Scoring generally increases the strength of the folded material by compressing the paper fibers and reducing the stretch.

**Score Line -** The center of the line formed where a box bends. The size of a box is normally measured from score line to score line.

**Scoring -** The process of using a series of knives to cut or create grooves in the cardboard so that it may bend to form a box. Boxes are formed using scoring instead of die cutting normally on shorter runs.

**Screen Printing** - A printing process where a squeegee is used to force thick, opaque ink through a fine fabric mesh (the screen) onto the surface to be printed. The image is created by applying an emulsion or stencil to the screen to block out the negative (non-printing) areas.

**Set Off** - The undesirable transfer of ink from one printed sheet to another. Also called offset.

**Sheet Fed Press** - A printing press that prints on individual sheets of paper.

**Shrink wrap** - Wrapping a roll of plastic around palletized cartons to keep them all in place. This can also refer to the process of placing plastic around an individual box and placing into a heat tunnel to shrink the plastic over the box.

**Silk Screen** - See Screen Printing.

**Simplex Box** - A box that folds down from the ends of the box but offers a rigid box look.

**Slip Sheeting** - Inserting blank sheets of paper between printed sheets coming off the press to prevent “set-off” (or “offsetting”).

**Specialty Papers** - Any non-standard paper, including various textures, weights and colors.

**Spot Color** - A single color that does not need to be combined with any other color to be printed.

**Spot UV** - The application of UV coating to a portion of the paper surface, generally to achieve a contrast between a gloss, matte or uncoated surface. (Also see UV Coating.)

**Spot Varnish** - The application of varnish to a portion of the paper surface, generally to achieve a contrast between a gloss, matte or uncoated surface. (Also see Varnish.)

**Stripping** - The process of assembling two or more negatives to create a printing plate.

**Synergistic Display Program** - A comprehensive, color-coordinated, program that incorporates boxes, bags, tissue paper, ribbon, bows and finishing touches to creatively display your company’s name, logo and promotional colors.

**TAILPRINTING-** A process where a roll of paper is printed and converted into the form of a bag in one manufacturing step.

**Telescope -** Describes a box where the lid height is the same as the base height.

**TEMPLATE-** A mechanical drawing which outlines the perimeters, folds and general layout specifications for a bag. All bag size templates are available on disk or lay flat mylar to aid in layout, sizing and positioning of your artwork. Templates show bleed folds, handle, trim and glue areas.

**Thermography -** The use of a resin powder that, when heated, fuses to an inked surface and swells to create a raised, textured image.

**Thumbhole -** Usually a half-moon cut made in the sides of the lid to facilitate its removal from the base of the box

**Tight wrapping -** The process of covering the lid or base of the box tightly with a piece of paper covered in adhesive.

**Tissue Paper -** A very thin, lightweight paper. Also referred to as tissue.

**Tooth -** Refers to that quality of a paper's surface that feels and looks rough textured.

**TRAP -** A deliberate overlapping of colors in a design to prevent their separating as a result of machine movement during preprinting (3/64") or tail printing (3/32"). Where the colors overlap a third color will be seen

**Trapping -** The very slight overlapping of adjacent colors to assure there are no gaps allowing the background surface to show through.

**Tray -** Just the base of the box.

**Turn In -** The portion of the paper which wraps on the inside of the box. Normally extends about 3/8" down each side of the box. When you are using a platform that does not come up that high, you can ask for a longer turn-in to be used (such as 1/2" turn-in).

**Uncoated Paper -** Any number of different paper types that are unvarnished. Dot gain for uncoated paper is roughly 12%.

**Uncoated Paper -** The basic paper, produced on the papermaking machine with no coating operations.



**UV Coating** - A thin, plastic-like coating applied to either all, or a portion (“spot UV”) of a paper surface after printing (for esthetic reasons or to protect the printed surface). The UV coating finish can be either matte or very glossy.

**Vac form insert** - A plastic insert normally with a flocked surface used to hold the product in the base of the box.

**Varnish** - A thin coating applied after printing, used for esthetic reasons or to protect the printed surface. Varnish can be either matte or gloss and can be applied to either all of the surface or to a portion (“spot varnish”).

**Varnishes** - After the printing is laid down on the sheet of paper, a varnish can then be put down over the printing. The options are an aqueous- or very shiny, ultra violet or UV which is exceptionally shiny or matte which gives the surface a smooth, non-reflective finish

**Velox** - A trade name (Velox Print) commonly used to mean a positive non-continuous tone or photo print.

**Web Press** - A printing press that prints onto a continuous sheet of paper, fed from a large roll (called a web). Web presses print much faster than sheet-fed presses.

**Zinc Engravings** - Line or halftone etchings made on zinc for letterpress printing. Also called zincs.

















