

AN OVERVIEW OF PRINT AND SERVICES

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PRINT READY ARTWORK

Always check your artwork before sending to print!

Including a 3mm “bleed” is a small detail that makes a big difference. It gives the print finisher a 3mm tolerance when trimming your print - which ensures your design looks perfect edge-to-edge with no unexpected accidental white borders.

Adding “crop marks” shows the printer exactly where to trim the artwork.

“Registration marks” added to your artwork ensure proper alignment of colours during the printing process. These marks will get trimmed off your final artwork.

“Colour bars”, also known as “colour control strips”, are a series of colour patches, including CMYK primaries and greyscales, printed outside the final trim area to help printers monitor and control the printing process. By examining these bars, press operators can ensure correct ink density, colour consistency, and proper alignment of all colour plates, making adjustments as needed to achieve high-quality, consistent colour reproduction on the final product.

HOW TO GET ARTWORK READY FOR PRINT

Acceptable artwork file types:



PDF High Resolution PDF documents with appropriate printer markings and all fonts embedded or outlined.



Packaged InDesign Folder InDesign documents with all necessary fonts and images supplied.

A printer cannot print from these common file types:



Adobe
Photoshop



Adobe
Illustrator



Microsoft
Word



Microsoft
Powerpoint



Microsoft
Publisher



PNG



JPG



CorelDRAW
CorelDRAW



Quark

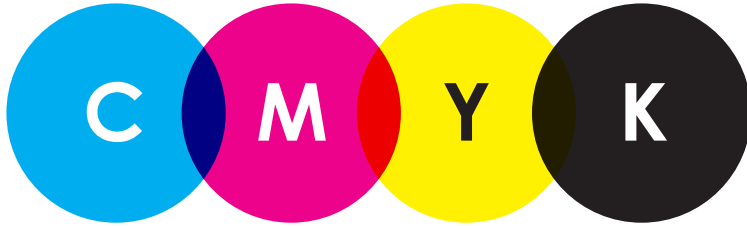
Some tips for the best quality print

- Make sure your document is print ready with all printers marks
- All images should be high resolution - 300 DPI
- Colours should be CMYK not RGB
- Use Spot (Pantone) colours to ensure brand consistency
- Embed your fonts. Embedding fonts means including the font data in your print-ready file, so that the printer can access and render the fonts correctly. To embed fonts in PDF files, you need to use the correct settings when exporting or saving your file from your design software. For example, in Adobe InDesign, you can choose PDF/X-1a or PDF/X-4 as the preset, which will automatically embed all fonts. In Adobe Illustrator, you can select the 'Fonts' option in the 'Advanced' panel and choose 'Embed All Fonts'. In Adobe Photoshop, you can choose the PDF/X standard or the High Quality Print preset.
- Outline your fonts. Outlining fonts means converting the font text into vector shapes, so that the printer does not need the font data at all. Outlining fonts means that you will lose the ability to edit the text, so make sure you do this as the last step before sending your file to the printer.

COLOUR MODES

CMYK

Cyan, magenta, yellow, and black are printed as millions of tiny, overlapping dots that blend together to create the full colour spectrum. Also known as the CMYK process, this method of printing saves money by limiting the number of printing plates required for a job to four. But there are some limitations to the specific colours that CMYK inks can create - that's when it's a good time to consider using Pantone colours.

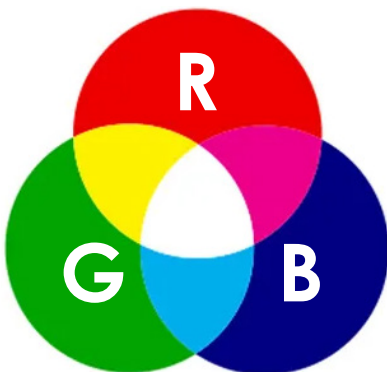


Pantone



Spot (Pantone) colours ensure brand consistency. Spot colours are solid colours created using a specific premixed ink, usually based on Pantone Matching System (PMS) colours. Pantone colours are standardised, and each one is assigned an individual number and name meaning that you can guarantee the same colour every single time.

RGB

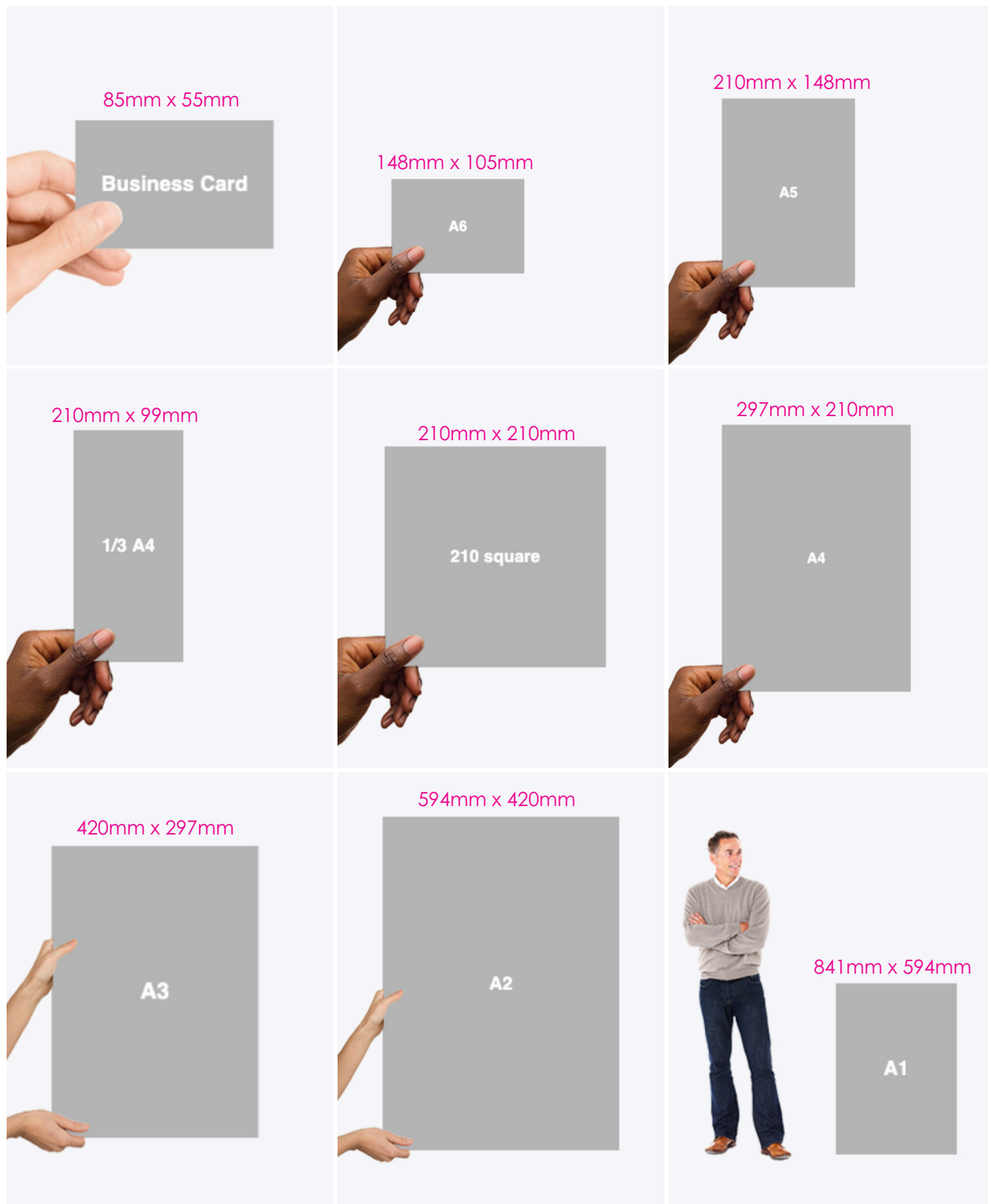


RGB is bad for print (but good for web). The RGB colour model combines light from the primary colours of red, green, and blue to create an array of colour shades. The fundamental colour model is used in digital design to create the colours we see on screens - from TVs to laptops and mobile phones. The colour of each pixel on a screen is determined by the amount of red, green, and blue light it emits.

GENERAL DOCUMENT SIZES

Common Document Sizes

Here are some of the most commonly used document sizes.



FOLD TYPES

Common Folds

Here are some of the most commonly used fold types.



BINDINGS

Common Bindings



Booklet binding is the process of holding the pages of a booklet together, with the most common method being saddle stitching, or stapling. Here are some of the most commonly used bindings.



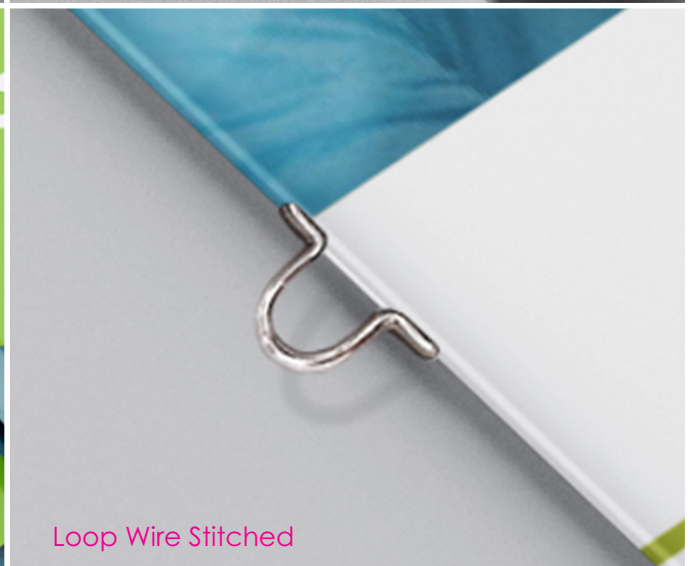
PUR Bound



Standard Stitched



Square Backed Stitched



Loop Wire Stitched

USEFUL TERMS

Art paper - a smooth coated paper obtained by adding a coating of china clay compound on one or both sides of the paper, can be gloss, matt or silk.

Artwork - a general term used to describe the images, and text prepared to illustrate printed matter, generally electronic files.

Binding - the various methods used to secure loose leaves or sections in a book e.g. saddle stitching or perfect binding.

Bleed - layout, type or pictures that extend beyond the trim marks on a page, so once trimmed the image extends to the very edge of the page.

Board - paper of more than 200gsm.

Bond - an uncoated type of writing paper generally used for printed stationery such as letterheads and compliment slips.

Carbonless (NCR - no carbon required) - paper coated with chemicals and dye which will produce copies without carbon paper.

Cast Coated - a type of paper with an exceptionally glossy coated finish usually on one side only.

CMYK - Cyan, Magenta, Yellow and Black, the process colours used in 4 colour printing.

Coated paper - printing papers surface coated with clay for a smoother finish.

Collate - the process of putting sheets into the correct order.

Colour Correction - the process of adjusting an image to compensate for scanner deficiencies, or author preferences.

Concertina fold - a method of folding in which each fold opens in the opposite direction to its neighbour, creating a concertina effect.

Copy - the text that will be printed, not necessarily laid out.

Crop marks - lines printed showing the dimensions of the final printed page, these marks are used for final trimming.

Cropping - the elimination of parts of a photograph that are not required to be printed.

Die Cutting - the process of using sharp steel rules to cut a special shape into printed sheets.

DPI - dots per inch, a measure of output resolution produced by printers and plate-makers.

Embossing - a process performed after printing to stamp a raised (or depressed) image into the surface of a paper, using engraved metal embossing dies.

Encapsulate - a finishing process where a sheet of paper is inserted into an encapsulate wallet and the wallet sealed. This leaves a border of encapsulate around the finished sheet.

EPS Files - encapsulated Postscript. This is the preferred file format for saving images.

Estimate - a price provided to a customer, based on the specification outlined in the estimate. May change if the final specification varies.

Foil Stamping - the process of applying a thin film of coloured foil to paper.

Font - a complete set of characters in a type face.

Greyscale - a range shading from black to white, used also to describe a black and white photograph.

GSM - grams per square metre. The unit of measure for paper weight.

Hickies - a dust particle sticking to the printing plate or blanket which appears on the printed sheet as a dark spot surrounded by a halo.

USEFUL TERMS (CONTINUED)

Imposition - refers to the arrangement of pages on a printed sheet, which when the sheet is finally printed both sides, folded and trimmed will place the images in the correct order.

Laminate - a thin transparent plastic coating applied to paper or board to provide protection and give it a glossy (or matt) finish.

Laser Compatible - paper which is suitable for using in a laser printer, although not guaranteed by the manufacturer.

Laser Guaranteed - paper which is guaranteed by the manufacturer to run through a laser printer. May be used to print pre-printed forms that need to be subsequently printed on a laser printer, e.g. letterheads.

Lithography - a printing process based on the principle of the natural aversion of water and oil. The printing plate is treated chemically so that the image accepts the oil based ink and rejects the water.

Logo - used to denote a specially designed company name or image.

Mock-up - the rough made up visual of a publication.

Opacity - a term used to describe the degree to which paper will show print through.

Overprinting - printing over a sheet that has already been printed.

Overs - used to refer to the number of copies produced over and above the quantity ordered.

Pagination - the numbering of pages in a book or leaflet.

PMS - Pantone Matching System - a registered name for an ink matching system commonly used to identify specific ink colours.

Perfect binding - a method of binding where pages are glued into a cover.

Perforation - a series of small holes cut into a sheet, to facilitate the removal of a section of the sheet.

Ream - 500 sheets of paper.

Resolution - the measurement used to express quality of output. Measured in DPI.

Reverse out - to reproduce as a white image out of a solid background.

RGB - red, green and blue, the colour model used by computer screens, cannot be used for printing, all RGB images must be converted to CMYK.

Saddle stitching - a method of binding where folded pages are stitched through the spine, from the outside, using wire staples. Usually 2 wires are used.

Seal / Varnish - a clear lacquer applied to a printed sheet which helps prevent finger marks and scuffing.

Score / Crease - a pressed mark in a sheet of board, to enable folding without cracking the surface of the material.

Spot colour - a specific colour which is printed using pre-mixed ink as opposed to creating the colour from CMYK.

Stock - a generic term to indicate the paper or board that is being used.

Tint - an area of a design or print job printed in a lighter tone, usually measured in percentages, e.g. a 50% blue will be a light blue colour.

Trimming - the process where printed sheets are cut to size using a guillotine.

U.V. Varnish - a varnish applied after printing, either as an overall finish to give a high gloss finish, or applied as a "spot" varnish to certain previously printed images, then cured using ultra violet light, to produce a high gloss finish.