

Glossary of printing terms

Artwork	The digital file used for the print production
Bleed	Extended colours outside of the print area for ease of trimming
Cardboard	Manipulating a substrate into a desired engineering shape or design
CMYK	Abbreviation for the four process colours Cyan (blue), Magenta (redish/pink), Yellow, Black
Proof	Can take many forms, but is essentially a representation of artwork used for approvals before proceeding to print
Densitometer	An instrument which measures colour density and dot gain value
Die-cutting or	Cutting a printed job to a specific shape
Die or form	Block of wood with metal blades used to die cut to shape
Duo tone	This is a special effect obtained by printing an image in two different colours using tones of each colour
Thread sewn	Form of book-binding using a type of sewing thread
Perfect Bound	A form of book-binding using glue to bind leaves into cover
Burst Bound	A form of book-binding using glue to bind leaves into cover
Encapsulation	Covering the printed sheet both sides with a clear film leaving a visible clear plastic border
Four Colour	Reproducing any image using the 4 primary printing process colours:
GSM	Unit of measure indicating weight of substrate
Set off	When the ink from the sheet below marks the back of the sheet above
Lamination	Covering the printed sheet with a thin clear film that can provide a gloss, silk or matt effect
Laser proof	Colour run out from a laser printer
Latex	Removable silver or gold ink used for scratch cards
Sealer	Varnish applied by a printing unit, usually used for sealing and not that visible. Can be in-line
Pantone -c olour	Colour coding system to reference different shades of colour
Registration	How one colour fits against another colour on a printed job
Re-moist glue	Applied glue for self-seal application forms or envelope flaps
Saddle stitching	Method of binding using wire staples to hold multi-page sections together
Micron	Unit of measure used to calculate thickness of substrate
PDF proof	An electronic proof
Chromalin or match print proof	These brands are generally used to describe proofs that are generated using the same film that will be used for the printing plates or ripped file
Digital proofs	Most common method for hard copy proofs, does not require film and can be either inkjet style or dot proof which replicates dots on press
Trapping	The adhesion of one ink layer on top of the previous ink layer
UV varnish	High impact varnish using inks that are dried by an ultra-violet light on specially calibrated machinery
Vignette	An effect achieved by gradually increasing/decreasing the percentage of ink across the artwork
4/4	Abbreviation for 4 colour process printed both sides of substrate
4/0	Abbreviation for 4 colour process printed one side only of substrate
pp (i.e. 4pp)	Stands for number of printed pages

Sheet Sizes and Measurement Conversions

Size	Millimetres	Inches
A0	840 x 1189	33.10 x 46.85
A1	594 x 840	23.40 x 33.10
A2	420 x 594	16.51 x 23.40
A3	297 x 420	11.70 x 16.51
A4	210 x 297	8.27 x 11.70
A5	148 x 210	5.83 x 8.27
A6	105 x 148	4.14 x 5.83
A7	74 x 105	2.91 x 4.14
SR A1	640 x 900	25.2 x 35.4
SR A2	450 x 640	17.7 x 25.20
SR A3	320 x 450	12.6 x 17.70
B1	720 x 1020	28.3 x 40.15
B2	520 x 720	20.5 x 28.3
B3	360 x 520	14.20 x 20.0

Conversion factors

	Multiplying factor
Inches to millimetres	25.4
Millimetres to inches	0.0394
Pounds to kilogrammes	0.4536
Kilogrammes to pounds	2.205

Microns to Grammes Chart

(Weights will vary depending on specific material used)

Micron	Grammes
750 micron	approx. 440 gsm
1000 micron	approx. 700 gsm
1250 micron	approx. 790 gsm
1500 micron	approx. 940 gsm
1750 micron	approx. 1150 gsm
2000 micron	approx. 1300 gsm
2250 micron	approx. 1450 gsm
2500 micron	approx. 1560 gsm