

# your easy guide

to Print & Mail



# hello

**And a hearty KNP welcome to  
our Easy Guide to Print & Mail.**

What's the guide for? Well, we've put it together because we hope it gives you, or your colleagues, all the info you need to get a spot on understanding of the basics of print and mailing.

Why? So you end up getting the best results for all your print!

It's a bite sized introduction to stop it getting boring. Some of it you may know already, some of it maybe not. But if there's anything you're still unsure of at the end, get in touch and ask as many questions as you want. We love talking print.

# What Do We Do?

We thought it was a good question. If you don't know what we do, there's not much point going any further is there! So here you go, we can help you with all of this:

**Litho Print**

Digital Print

**Print Finishing**

Print on Demand

**Mailing & Fulfilment**

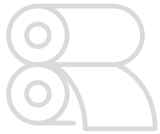
Data Management

Now let's explain a little about each of these. Read on!



# LITHO PRINT

Lithographic and offset printing, litho for short, has long been the best process to achieve a brilliant print result.



Litho is where an image is placed on a printing plate which is then covered in ink and water on the printing press. This is then transferred onto paper as it passes through the press. You can use this process to print on paper, cardboard and lots more materials.

## Here's the when and why you should use Litho Printing:

- > Best for printing high volumes
  - generally from 1000, right up to millions!
- > When you have a reasonable number of days lead time in your delivery schedule
- > Where the flat size required for your print job is larger than 640 x 340 mm, which can't be printed digitally at smaller quantities.
- > When you're colour matching to a pantone.
  - Pantone? Pantone colours are derived from the Pantone Matching System, a standardized way to identify specific colours. If you have a specific brand colour for example and print using CMYK (Cyan, Magenta, Yellow and Black), the colours won't be exactly the same and they'll look slightly different on the final printed job.
- > To guarantee the highest quality:
  - We conform to ISO12647, a colour management standard that produces consistent, excellent quality results. It's a process that accurately customises each print job to increase productivity. We use less ink and less paper so we also minimise waste, making your print jobs as efficient as possible. Great for ours and your carbon footprint!

# Here's the beautiful litho kit and hi-tech processes we use to deliver a brilliant job each time.

## **Heidelberg B2 Press**

- > A 10 colour press allowing us to print both sides of paper at once, giving a quicker delivery. We can print in CMYK, pantone inks and also varnishes.

## **CTP (Computer To Press technology)**

- > A system that sends your image directly from the digital files you supply us via a high speed laser, without the use of chemicals, to produce the printing plate.

## **Heidelberg Prinect Workflow**

- > A totally integrated, automated print and media workflow. This creates a single workflow management system for an optimal printing process.
- > Cloud software that provides valuable information for our team when it comes to scheduling your job. And Prinect Mobile allows a real time view of current production, even when we're out of the office!

## **Colour matching to Fogra 39**

- > All your files will be set up to Fogra industry standards to maintain colour management and printing at the proofing stage of your job. Fogra represents the colours of a typical print made by a litho press on gloss or matte coated paper, along side ISO12647 standards.

## DIGITAL PRINT

With digital printing there's no need for printing plates, which results in a quicker turnaround time and usually a lower cost.



Instead, the press places toner onto paper. The toner doesn't permeate the paper, but forms a thin layer on the surface that may be additionally adhered to the paper by using a fuser fluid with heat process.

### And the right jobs for digital printing?

- > When it has to be same day printing
- > Ideal for low volumes
  - we can print as little as one copy!
- > Short lead times and On Demand Print
  - we can receive your files and deliver the very next day
- > When you need high levels of personalisation. Either text or images
- > Perfect for jobs such as those that are A4 Landscape or up to 6 page A4 Portrait

### Our digital kit

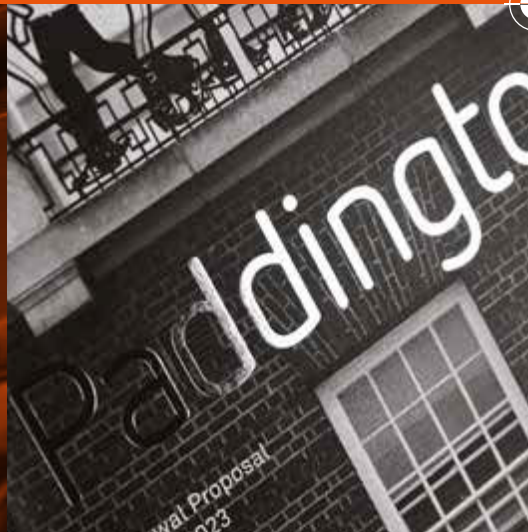
The awesome digital wizardry that produces all those jobs for you:

- > Xerox Igen XXL Digital Press
- > Xerox Versant 3100 Digital Press

Tell your tech boffin, if that's not you. This stuff matters to them. It tells them we've got some serious digital kit.

## PRINT FINISHING

Apart from deciding whether litho or digital print is the right option, and choosing the right kind of paper, there's a whole host of good stuff you can do to get your printed piece exactly how you want it. And looking and feeling absolutely top notch:



### **Die Cutting**

cut different shapes or edges for the design of your print to create a more interesting appearance.

### **Guillotines and Trimming**

essential to all jobs to make sure you get a crisp, sharp edge for each and every piece.

### **Folding**

we'll show you a host of different fold options on the following pages.

### **Gluing**

one way to hold all your pages together.

### **Saddle Stitching**

Saddle stitching is the most common way of stapling pages together when your print piece is usually more than 8 pages. You've all seen brochures with two staples in the spine. That's saddle stitching!

### **Square back**

It's saddle stitching with a square edge to the spine. And it's a spot on option when you usually you have a brochure of at least 16 pages.

### **Perfect Binding**

Basically, a flat spine! But there's nothing basic about it. Often used when you want your brochure to look special, like a coffee table magazine. We can perfect bind a spine as little as 3mm thick when your paper weight is over 250 gsm. If it's lighter, such as 115gsm, you'll need 48 pages.

### **Foiling**

Instead of using ink, use foil when you've got letters, words or a design and you want to draw attention to them. Foiling can be gold, silver or match to a pantone, and it's most commonly used on a cover. But it doesn't have to be, let your imagination go!

### **Embossing & Debossing**

Another way to make letters, words, shapes or even a logo stand out. Both refer to the process of pressing into your paper, but from different sides. Where the pressing occurs, embossing results in a raised surface and debossing results in a sunken surface.

### **Lamination**

Matt, Silk, Gloss, Soft Touch and Anti Scuff options. Lamination covers your paper and it's used to create a specific feel, from shiny and smooth (gloss) right through to soft and velvety (Soft Touch)!

### **Spot Varnish**

Like all varnish, it shines! And it can be printed (on the litho press) in gloss, silk or a matt finish. Use it to highlight words or images and make them stand out.



# UK PAPER SIZES

The following table is a useful reference point to the most common UK paper sizes used in digital and lithographic print processes.

- A =** Standard paper size with no trim or bleed requirements
- RA =** Slightly larger - where printers need to allow for grip and trim guides
- SRA =** Slightly larger still - where printers need to allow for bleed in addition to grip and trim
- B =** Geometric Mean of A series and used with Litho presses. I.e - B1 is between A0 and A1

## What's Bleed?

It's an area of printing that's outside the final size of your print job. In other words, the bleed will be trimmed off. But it gives us printers a small amount of space to allow for movement of the paper. So artwork or background colours often extend beyond the edges by 3mm to ensure there are no unprinted edges on your final document.

	A	RA	SRA	B
0	841 x 1189	860 x 1220	900 x 1280	1000 x 1414
1	594 x 841	610 x 860	640 x 900	707 x 1000
2	420 x 594	430 x 610	450 x 640	500 x 707
3	297 x 420	305 x 430	320 x 450	353 x 500
4	210 x 297	215 x 305	225 x 320	250 x 353
5	148 x 210	152 x 215	160 x 225	176 x 250
6	105 x 148	107 x 152	112 x 160	125 x 176

*All dimensions are in mm and are width x height.*

# PAPER SPECIFICATION

When you order your print job, these are the different things you'll need to decide on, or you can discuss them with us. We love a chat about paper.



## Paper stock

Do you want Silk, Gloss, Uncoated or Other. All ours are FSC (Forest Stewardship Council) Accredited and we're a member of The Woodland Trust.

## Paper weight

How thin or thick do you want your paper to be. Typically, weight ranges from 90gsm up to 400gsm. Anything over that and you're not looking at paper anymore, you're looking at card for things such as POS rather than print for DM or brochures.

## Digital versus Laser Finish

Not all paper stocks are compatible with both processes. So this needs to be considered if you've got a job that involves cover letters and mail merging of customer details.

*Note: all of these decisions and what kind of finish you want will affect the price of your job.*

**How about an easy and helpful way to decide? Give us a shout and we'll send you a damned handy KNP Paper Picker. Just for you. And once you've got it you can look at and feel for yourself different paper stocks in different weights.**



### How To Work Out Paper Weight

As the little cute furry Meerkat on the ads says - 'Simples!' It's height x width x paper weight x number of leaves of paper used.

So, for example, a 16 page publication printed to A4 size on 200gsm stock =  $0.297 \times 0.210 \times 200 \times 8$  (8 leaves = 16pp) = 99.79 grms

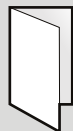
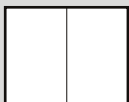
### Why is this important?

If you're sending Direct Mail, the weight is important in you knowing how much it'll cost to send out in the post. The ink will add a small amount and don't forget to allow for the weight of the envelope or polythene wrap if appropriate. Go over 100grms total weight and you'll see a large increase in your postal cost.

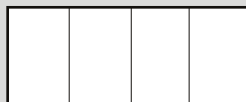
And for Door Drops, if you go over 10grms you'll see a big increase in your postal cost.

# BASIC FOLDS

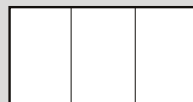
Lets kick off with examples of the most common types of folds.  
You've probably got what you're looking for here!



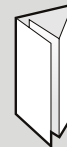
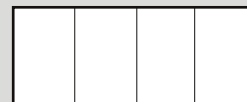
HALF-FOLD (4PP)



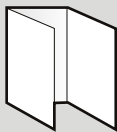
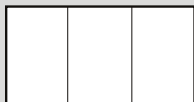
FOUR-PANEL  
FOLD



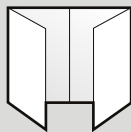
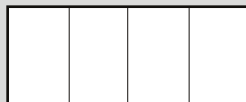
Z FOLD



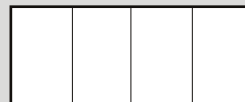
FOUR-PANEL  
ROLL FOLD



6PP FOLD



DOUBLE-GATE  
FOLD



FOUR-PANEL  
CONCERTINA FOLD



DIE-CUT Z FOLD



**FIVE-PANEL CONCERTINA FOLD**

**TRI-FOLD + Z FOLD**

**EIGHT-PANEL MAP FOLD**

**EIGHT-PANEL ROLL FOLD**

**HALF-FOLD + HALF-FOLD**

**PANEL FOLD**

# BRIEFING IN YOUR PRINT PROJECT FOR ESTIMATING

## Ready? Here's your list of things to remember.

 **Paper Weight** **Paper Stock** **Pagination**

This is the number of pages. Note that, without any special fold outs, your pagination must be divisible by 4.

 **Finished Size** **Quantity** **Finishing**

E.g. any kind of special fold, what kind of binding.

 **Special Finishes**

E.g Lamination, Varnish, Foil.

 **Timing**

**Just as much relevant information as possible really.**

# MAILING & FULFILMENT

**OK, so print has been taken care of. What happens once you've got your lovely, beautiful print?**



That might be it. We might just deliver it all to one address for you. Or you might need it to be personalised and delivered to hundreds or thousands of addresses. What options have you got?

## **Envelope Enclosing**

### **Direct Address**

Using inkjet printers to personalise for individuals.

### **Variable data**

Personalise names, text and images.

### **Polywrap & Potato Starch Enclosing**

When a paper envelope isn't the right option.

### **High Volume Laser Printing**

### **Hand Fulfilment**

For those tricky jobs with lots of separate pieces.

# ENVELOPES

Consider if you need non-window envelopes with an address label or window, gummed or self-seal, and whether a pocket (flap on the short edge) or wallet (flap on the long edge) is required. As a general rule, we'll always use wallet envelopes unless otherwise specified. Below is a useful reference point for the most common UK envelope sizes for wallet envelopes.



**Sizes are in mm and the side with the flap is always the last dimension.**

## DL Wallet Size

Designed to carry a standard A4, folded horizontally twice:

**DL (Standard) 110mm x 220mm**

**DL+ 114mm x 232mm**

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## C5 Wallet Size

Designed to carry an A4 piece folded horizontally once, or a single A5 piece. This envelope, even in + size, is small enough to qualify for Royal Mail letter size rather than the more expensive large letter (as long as the total weight is under 100 grams):

**C5 (Standard) 162mm x 229mm**

**C5+ 162mm x 238mm**

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## C4 Wallet Size

A standard C4 envelope will carry an A4 piece unfolded. Consider that, when mailing, this won't qualify for Letter Format and will fall into the Royal Mail Large Letter category.

**C4 (Standard) 229mm x 324mm**

**C4+ 240mm x 330mm**



# BRIEFING IN YOUR MAILING PROJECT

## When you're letting us know what needs to happen, here's what to think of:



### **Postage Method**

Do you need next day or a slower & more economic postage service. There's a bit more about them on the next page.

### **Enclosing**

What do you need: Paper envelope, Poly bag, Poly Starch or Direct Address.

### **Pack weight**

Do you have a target max pack weight? If you don't know, there's some guidance on the following pages but lets chat to make sure you maximise your budget.

### **Quantity**

Is your quantity split between UK, Europe & Rest of the World postal deliveries

### **Finishing**

Is your job a self mailer (without any envelope of bag)? If it is, it'd then need to be tabbed with a clear round sticker which would keep the open side together during posting.

If it's a postcard, then it'd be posted as a one piece mailer.

### **Number of Inserts**

E.g. Do you have a letter to insert with a brochure. If you do, that'd be two inserts!

### **Data**

Do you have your data ready, or do you need it to be sorted & de-duped by us? No problem if you do.

**And any other info you think is relevant. We'll take it all on-board.**

# POSTAGE: MAXIMISING YOUR BUDGET

Postage will usually account for the biggest proportion of your mailing budget. But there are ways of minimising postage costs to maximise your budget. We'll highlight how you can achieve this, but it's an easy guide remember. So please talk to us early in the process and we'll help you in more detail.

## Postage Methods – Royal Mail versus Downstream Access

Although Royal Mail tend to be responsible for delivering your post, you've now got a wide choice of suppliers who process it such as SecuredMail, Whistl and Citipost. The fancy term for these is Downstream Access Suppliers. And each of them have their own strengths in terms of price or service, depending on the requirements of your job.

## Letter Formats

There are three main formats of mail: letter, large letter and parcel. The parcel category is then sub-divided further into small and large parcel. Each carries very different charges per item and so the format of your piece is worth considering carefully at the early planning stages.

## Volume Equals Discount

With larger print volumes you can start to qualify for postage discounts. Minimum volumes apply and these differ for letter and large letter categories.

Letter - minimum volume to qualify for a sorted service **4,000**

Large Letter - minimum volume to qualify for a sorted service **1,000**

	Maximum Size L x W x D (mm)	Maximum Weight (g)
Letter	240 x 165 x 5	100
Large Letter	353 x 250 x 25	750
Small Parcel	450 x 350 x 160	2000
Large Parcel	610 x 460 x 460	20000

As soon as sortation (of your data records) becomes possible, huge discounts against standard tariffs come into play. And further discounts are then available through using one or more of the following services.

### **Advertising Mail or Business Mail**

There's a range of qualifying criteria but many projects will fall into the this category. With sorted or unsorted services, if volumes allow, this service gives a discount per item of up to £0.02p.

### **Mailmark**

Perfect for letters and postcards. Your data has to be classified as being of a good standard and accurate (we can help) to qualify. Then a mailmark code is produced and printed on the direct mail piece. It can't be used for items with open sides.

### **OCR (Optical Character Recognition)**

This service only applies to pieces which use certain fonts on personalisation. Fonts the postage suppliers' automated sortation equipment can recognise. Once again, there are a number of criteria required, however the discounts available can make it really worthwhile.

### **Overseas Postage**

You should always consider a consolidator for overseas post because they consolidate you mail with other postage items to reduce cost. This may mean a slightly longer delivery time but if you have enough time the cost savings are very high compared to Royal Mail overseas direct.

### **Sustainable Mail for enveloped mail with lower ink coverage**

Mail more sustainably and there are even further discounts to be had. Our green printing methods and FSC paper open doors to a lower cost postage service. Provided your design is less than 90% ink coverage, your data is clean and at least 95% accurate, then this might be the service for you.

**Remember: Quality Data = Lower Postage Costs.**

### **A guide to usual timings**

#### **UK RM2**

normally lands up to 3 working days

#### **Europe priority mail**

normally lands up to 5 working days

#### **Rest of the World -**

normally lands up to 10 working days

# PPI - POSTAGE PAID IMPRESSIONS

**A PPI is a postage payment method that's printed directly onto an envelope instead of using a stamp.**



Companies that post regularly and / or in large volumes often have their own PPI. Alternatively, printers and mailing houses have their own PPI, and customers without a PPI can use this, paying the printer or mailing house for the cost of the postage as part of the overall cost of the job.

## Things to be aware of:

- > Only use artwork supplied - don't try to re-create it
- > Ensure you use the correct artwork for the required postage supplier and mail service
- > Position your PPI 5mm from the top and right edge
- > Don't attempt to re-scale PPI artwork sent from a printer. The entire mailing could be rejected as the Royal Mail have specific zones for specific things
- > There are a number of different PPI sizes - ensure you're using the correct size PPI for your mailing



**IF IN ANY DOUBT - SPEAK TO US !**

# DESIGN

Now we're moving on to the design your designer will create for you. And how it needs to be supplied.



## The Ideal PDF

Today, artwork is generally supplied as a print ready PDF. And below is simple specification detail for you or your designer to make sure you're final artwork is supplied print ready:

- > Colour: CMYK
- > Images: must be at least 300 dpi
- > Fonts: either outlined or embedded
- > Trim marks included
- > 3mm bleed applied all round

## And our proof's?

- > We output to Fogra 39 profile

### The Ideal InDesign 'Native File'

Whilst most files are print ready PDF's your designer might want to supply an InDesign file. That's no problem, here are the guidelines for delivering the right InDesign file:

- > InDesign 'packaged job'. To include only the images and fonts used
- > Images: converted to CMYK, Fogra 39 profile and at least 300 dpi, depending on your paper stock
- > Fonts: non-corrupted and embedded
- > All Whites: set to 'knockout'
- > Check artwork for overprint settings
- > PDF output pre-set - can be supplied by KNP if requested



# Just a few other simple tips and things to remember to make sure your final print will be as good as it possibly can be.



- > What appears on screen may not be what appears in print
  - Computer screens create colours using an RGB (Red, Green, Blue) system whereas all printing uses the CMYK system. And different computer screens won't be exactly the same } either! So a PDF you view on screen will always differ slightly from the final 'ink on paper' print output. It'll probably also differ from computer to computer. To get the best possible equivalent colour on your screen, it should be calibrated.
  - On screen, RGB images always look brighter and cleaner than CMYK. Why? Because the CMYK colour range is smaller than RGB, so some colours aren't achievable using CMYK. So if a 'bright & clean' colour is specifically required then it should probably be printed as a Spot Pantone colour.
- > File sizes above 12mb - send via a file sharing platform.
  - To get your file to us, use a programme such as 'WeTransfer' or 'MailBigFile'. Just attach your print ready files and send to us at [studio@knplitho.co.uk](mailto:studio@knplitho.co.uk)
  - Alternatively we can set up an sftp location or 'DropBox'. Whatever suits!
- > Don't use images taken from the internet at 72dpi. They won't be good enough quality. And they aren't yours!
- > If in doubt - our studio team are about! We can help you.



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