

### YOUR CUSTOMER SERVICE REP NEEDS TO KNOW

- ☐ Name/Description of piece
- ☐ Size – width x height
- ☐ Colors – B/W or four-color
- ☐ Mailing or no?
- ☐ Bleed or no?
- ☐ Binding (fold, stitch, etc.)
- ☐ Quantity
- ☐ Type and weight of paper
- ☐ Design or no?
- ☐ How it packages – boxes or shrink-wrap
- ☐ **Date needed by**
- ☐ Delivery instructions

### THE PATH OF A PRINT JOB



# TERMS TO KNOW

- **Text Paper** – Fine, high quality uncoated paper.
- **Cover Paper** – Generally heavier, stiffer paper that is ideal for the outside cover of annual reports, brochures, catalogs and booklets as well as for business cards and folders.
- **Coated** – Manufacturers make coated stocks with a thin coating of clay. This can provide a variety of surfaces ranging from a slick gloss to a dull matte finish.
- **Uncoated** – An uncoated stock has a rough and fibrous feel to it. You experience uncoated paper in a newspaper, or a letter, or even in a spiral notebook.
- **Gloss** – Gloss coated paper has a high sheen. Gloss coatings reduce ink absorption, which give the sheet an excellent color definition.
- **Matte** – Matte coated paper is a non-glossy, flat looking paper with very little sheen.
- **Trim size** – The final size of the printed piece after it has been cut to specification.
- **Four-color process** – A four-color image is reproduced by printing in four ink colors – magenta, cyan, yellow and black. The optical blending of these colored dots recreates a continuous tone image.
- **Bleed** – An image or printed color that extends to the trimmed edges of a page.
- **Scoring** – Pressing a groove into the paper to allow it to fold more easily and keep the sheet from cracking when folded.
- **UV Coating** – A very glossy, slick coating applied to the printed paper surface and dried on press with ultraviolet (UV) light.
- **Finishing** – The trimming, folding and binding of printed sheets into final form for use.
- **Overs** – what is left over after a mailing is sent.
- **Binding** – The fastening together of papers to create a book or brochure. The most common styles of binding are:
  - **Saddle Stitching**: Folded sheets or signatures of paper are gathered together, one inside the other, and placed over a "saddle," then stitched or stapled along the spine with wire.
  - **Perfect Binding**: A stack of single sheet papers is glued together along one edge and wrapped with a cover sheet.
  - **Spiral Binding**: For a notebook or booklet, in which the pages are fastened together by a spiral of wire or plastic that coils through a series of holes punched along one side of each page and the front and back covers.
  - **Wire-O Binding**: utilizes pre-formed pairs of wire loops that run along a C-shaped unit. These wire loops are inserted through holes that have been punched through the book's cover and pages.
- **Die-cutting** – Using a metal-edged die or laser, shapes are cut into paper. This may be for the purpose of creating a decorative pattern or for functional needs such as making a pocket folder.
- **NCOA** – National Change of Address is a secure dataset of approximately 160 million permanent change-of-address (COA) records consisting of the names and addresses of individuals, families and businesses who have filed a change-of-address with the USPS.
- **Data hygiene** – The collective processes conducted to ensure the cleanliness of data. Data is considered clean if it is relatively error-free. Dirty data can be caused by a number of factors including duplicate records, incomplete or outdated data.
- **Bulk mailing** – A class of mail for sending out large numbers of identical items at a reduced rate.
- **Mailing Permit** – A mailing permit is permission to use a certain postage payment method for bulk and commercial mailings. You must hold a permit and pay an annual mailing fee at every Post Office where you want to enter and pay for commercial mail.
- **Mailing panel** – The portion of a mail piece containing the return address, mailing address of the recipient and postage.