



# OUR LITTLE TIPS & TRICKS BOOK

**HELPING YOU TO HELP US**



Please find within important guidelines on how to set up your artwork, useful tips and tricks, plus other interesting answers to hopefully most of your printing questions. You will find this guide on our website and printed in store too. Please contact us if you can not find an answer here.

2021 Copyright of Copy Express (London) Limited  
Registered in England and Wales, Company Number 03102949.  
Registered Office: 30B Great Sutton Street, London EC1V 0DU  
[www.copyexpress.co.uk](http://www.copyexpress.co.uk)

# **Content**

Folding

Paper Sizes

Trim Marks & Bleed

Spot Colours, CMYK or RGB

File types & Images

Printing & Proofs

Label Printing

Canvas Printing

Wire & Thermal Binding

Same Day Business Cards

T-Shirt Printing

Page Numbers

Our Logo

Students

History of Photocopying

History of Offset Litho & Digital Printing

History of Paper

## Folding

Please see the diagrams below for a quick look at the main styles for folding a sheet of paper: 1). Single fold, 2). Tri-fold, 3). Gate fold, 4). Z-fold, 5). Roll fold, and 6). Accordion fold.

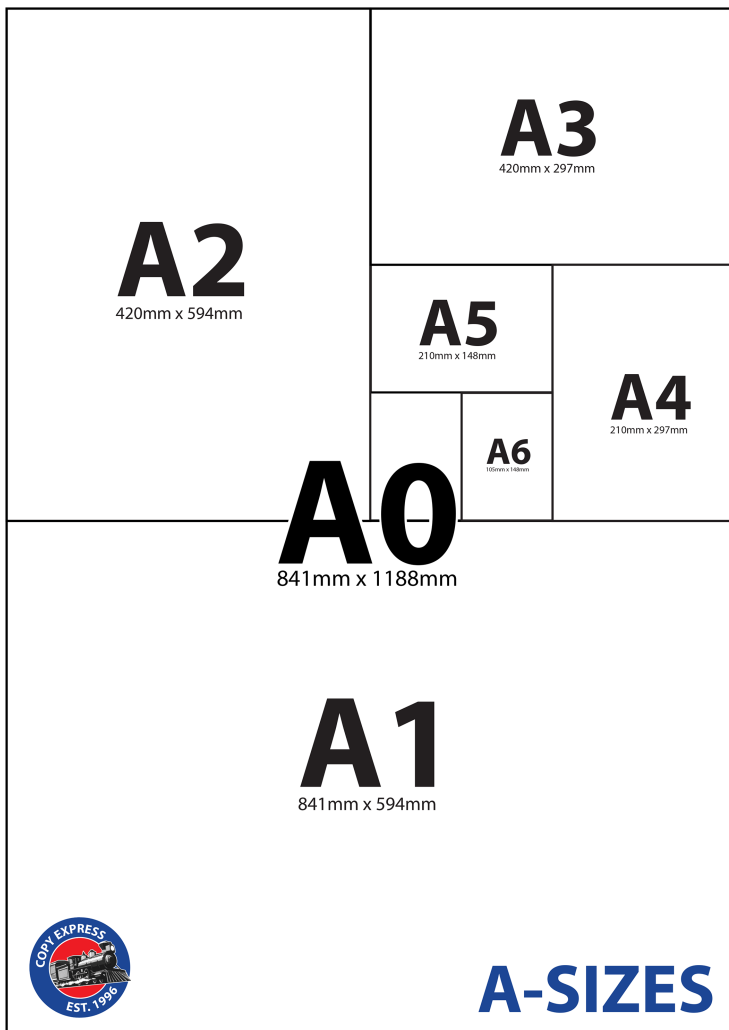


## Paper sizes

Here is a chart showing the International Standards Organisation (ISO) A-sizes for paper. We can print smaller than A6 plus bigger than A0 and of course anything in-between!

A4 is normally the standard size for letters and CVs, although we have seen almost everything at Copy Express over the years, for example CV's printed onto business cards!

We have this chart displayed in store at scale to help customers.

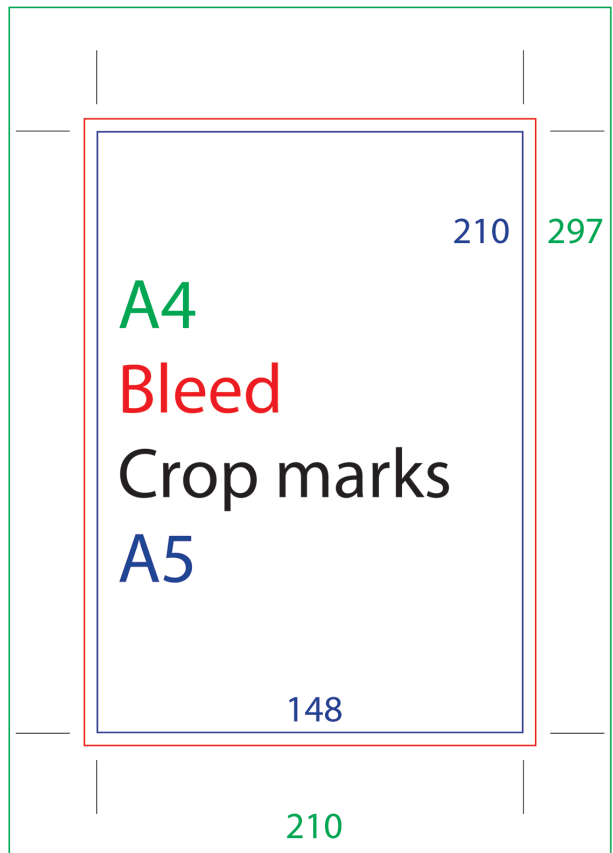


## Trim Marks & Bleed

Trim marks are lines placed on your file to indicate to us where to crop and are vital if your document has bleed or needs to be a different size to the sheet we print on. Trim marks can easily be added using all good software programs. Bleed marks are not required for printing.

Bleed refers to print that goes beyond your trim marks and are vital if you need colour or image to go to the edge of the sheet after we cut it, because it gives us a small amount of space to compensate paper, print and design inconsistencies. Usually 3mm bleed is sufficient.

A photocopier needs to hold a sheet of paper while it travels through the machine so edge to edge printing is usually rare, our printers have a non-printable area of around 5mm on all sides. To achieve edge to edge we require your artwork to include crop marks and bleed as shown here.



## **Spot Colours, CMYK or RGB**

Spot colours allow you to colour match specific colours when the design enters production stage regardless of the equipment used. Pantone is the most widely used system and has been adopted by graphic designers, reproduction and printing houses for many years.

CMYK is a four colour standard used in full colour printing and it's also used to describe the printing process itself. CMYK refers to the four inks used: Cyan, Magenta, Yellow and Key (black). You may notice it being used on our website!

RGB stands for Red, Green, Blue and is generally used for screens and scanning. Images on the internet will nearly always be set in RGB. To print we prefer a CMYK file but can use either, it's important to note you may find a slight colour difference between screen and print because of this.

## **File types & Images**

Before you start a project we recommend you contact us to discuss the best file type to use, as all orders are different. In general PDF is usually the best file type for us but we do have up-to-date Adobe software; Indesign, Photoshop, Illustrator etc so can usually handle most file types.

Images are a crucial part of nearly all types of printing. There are obvious advantages to sourcing 'free' images on the internet but please beware of the potential copyright and image quality problems when sending these files to us.

If an image you use is not copyright free then the copyright holder may pursue you for financial compensation. The quality of 'free' internet images are normally not suitable for us because most web based images are set at 72dpi (dots per inch), and our printers normally require 300dpi to look their best. The best way to avoid these problems is to use image stock websites.

We use Shutterstock, 123RF and Adobe Stock regularly so can purchase the images for you if you wish and then add that cost to your final price, just search for the image and let us know the code number or better still send us a link to it and we'll do the rest.

## **Printing & Proofs**

A digital proof is normally in the form of a PDF and can be sent to you via email, perfect for checking font style, layout and spelling. We can also supply a laser proof in store which has all the same benefits plus you can check size and colour too (CMYK not usually Spot Colour).

Laser printing is not a product that matches our digital, offset or wide format services, but still gives a great quality reproduction at a very good price, and is still a very useful product for short deadlines or for checking proofs before sending to print. Please note colour will change from screen display to almost all printers, and will even change from laser to inkjet to digital to offset - in fact colour can sometimes change between our own laser photocopying machines using the same file, with or without the usual regular great service they receive from our engineers, unfortunately it's just the nature of the technology. We always do the best that we can and it's very rare a customer will be disappointed with the high quality we can produce. We always recommend printing one first before starting larger orders.

A wet proof is produced at our factory and is usually ordered to check colour, material and quality as it means the digital or offset litho press will be set up as if we are producing the full order. Wet proofs are charged at different prices which we can quote for before you order.

For the best results when offset or digital printing. please set all images to at least 300dpi. Files must include bleed and crop marks. You can either bring your file in to us or email it, it's a good idea to include a hardcopy file or PDF. We are happy to guide you through the process of setting up your artwork too.



## **Label Printing**

Copy Express can print onto any size labels and in store we stock three sizes for a same day service. A Crack-Back A4 sheet, which is handy if you require a unique size label up to A4, and two different A4 address label sheets x24 or x65 labels per sheet. We can also print on to CD / DVD labels. the smooth white matt finish circular labels have a diameter measuring 117mm, the A4 sheet includes two CD labels to a page and your file must be set up so that both are centrally placed on each half of the A4 sheet.

## **Canvas Printing**

When ordering canvas printing your image will need more bleed than normal to cater for the thickness of the frame you intend to mount on, we can sometimes help with this depending on the file. Our wide format service works from most types of file and we have many excellent examples hanging in store of our canvas, poster and photographic printing using our wide format machines.

## **Wire & Thermal Binding**

Our wire binding product will encroach between 8 - 12mm from the side you intend to bind along depending on the size of your document. We supply acetate and board backing, if you would like to supply your own we ask that the acetate is as thick as ours (250 microns) as our machine may damage your sheet if it's not. Our thermal binding opens fully flat when complete. We recommend that you keep solid colour images or background colours away from the binding edge because it is a heat process, so sometimes the toner (inkjet printing is fine) can be reheated and stick to the page in front.

## **Same Day Business Cards**

Copy Express recommends you send us a print ready PDF but we can accept most types of files. If you are unable to supply a PDF then you will need to supply logos, images and possibly even fonts too. This service also includes us setting up your design too, so please feel free to pop in to discuss further and see some samples. For same day business cards we do have some colour limits, we can't guarantee that the shade of colour you see on screen will be the one you get on the card, plus the machine can struggle to produce a solid colour background with some colours, so if possible try using a white background - a colour logo or colour text generally works very well. If you have a 2-3 working day deadline why not ask us about digital printing too.

## **T-Shirt Printing**

All our t-shirts (unless otherwise instructed) wash normally at 30 degrees, if you have a white t-shirt then you CAN iron over the image, on any other coloured garment the image CAN NOT be ironed over - please feel free to contact us if you're still unsure.

## **Page Numbers**

We can add page numbers to your PDF before we print, placing them at the top or bottom and left, right or centre. You can even let us know a preferred font type and size. Other editing or design can also be achieved although an artwork charge may be applied, please ask.

## **Our Logo**

Why the train for a logo? Well, back in 1996 when John and Barry were setting up the company, John believed the name Copy Express lent itself nicely to a vision of a high-speed steam train running through the countryside 'The Copy Express', and we still like that image today - so welcome aboard ladies and gents, we hope to give you a first class choice for all your printing requirements.

## **Students**

Our rates reduce for all customers based on the quantity you order, making sure our prices are very competitive for everyone. However for students we are happy to dedicate more time and guidance if required, hopefully passing on our extensive printing knowledge for future generations.

## **History of Photocopying**

In 1938 Chester Carlson, a patent attorney in New York, applied for a patent for the process known as electrophotography, after conducting experiments in his kitchen, making his first photocopy using a zinc plate covered with sulphur. His patent was accepted and during the 1940's a non-profit organisation in Ohio called The Battelle Memorial Institute helped refine his new process.

In 1947, Haloid Corporation approached them to obtain a license to develop and market a copying machine based on this technology. Haloid felt that the word electrophotography was too complicated and so after consulting a professor of classical language at Ohio State University, Haloid and Carlson changed the name of the process to Xerography, which derived from Greek words meaning Dry Writing. Haloid called the new copier a Xerox Machine and in 1948 the word Xerox was trademarked.

Colour toner became available in the 1950s, although full-colour photocopiers were not commercially available until 1968. Colour photocopying raised concerns about counterfeiting, so most countries have introduced anti-counterfeiting technologies into their currency specifically to make it harder to use a photocopier for counterfeiting. Most machines, including ours, contain special software that prevents copying or scanning of currency, certificates and most photo I.D.

New digital photocopiers effectively consist of an integrated scanner and laser printer, meaning we can Build Jobs (scan pages independently of printing them) and print at an even higher quality due to software enhancers. New types of finishing units and thicker paper can now be used, plus the machines have become quicker and smaller, and are more eco friendly and easier to use.

## History of Offset Litho & Digital Printing

Offset lithography is a process of ink on paper using a printing press. It is the workhorse of printing and works on a very simple principle: ink and water don't mix. Images (words and art) are put on plates which are dampened first by water, then ink. The ink adheres to the image area, the water to the non-image area. Then the image is transferred to a rubber blanket and from the rubber blanket to paper. The process is called Offset because the image does not go directly to the paper from the plates. Modern offset presses are using computer to plate systems as opposed to the older film workflows.

Offset printing is still the most common form of high volume commercial printing due to advantages in quality and efficiency. Copy Express has many years experience in this field and pride ourselves on a reliable, efficient service at a competitive price.

Digital presses are getting closer to the cost and benefit of offset but can struggle to compete with the sheer volume of product that an offset press can produce. Many of our clients still prefer to use offset litho, but digital printing is becoming more popular, some benefits to digital are smaller runs can be quicker to produce, every impression made onto the paper can be different. The ink or toner doesn't absorb into the paper, as does conventional ink, but forms a layer on the surface, and a final selling point for some is that it generally requires less waste in terms of chemicals used and paper wasted, therefore having less impact on the environment.

## History of Paper

During the 18th Century, Georg Christoph Lichtenberg, a physics professor at the University of Göttingen, Germany, proposed a practical and aesthetic standardised paper size system, to replace a variety of other aspect ratios. It wasn't until 1922, Dr. Walter Porstmann, reinvented the forgotten French format A, B, and C paper formats based on Lichtenberg early proposal.

After Porstmann's concept was introduced as a national standard in Germany many other countries quickly followed, making paper stocking and document reproduction cheaper and more efficient. By the end of the 1980's over 40 countries including the UK in 1959 used the same DIN (Deutsches Institut für Normung) as their national standard. North America never signed up to the standard and in 1980 the U.S. Letter format (216 × 279 mm) became their new official paper format.

The A, B, C paper formats became both an international standard (ISO 216) as well as the official United Nations document format in 1975 and is today used in almost all countries. ISO paper sizes are based on the metric system as an A0 has an area of one square meter. A4 is clearly the most important size for daily use, other main applications of the most popular formats are as follows: Technical drawings & Posters A1 & A0, Flip charts A2 & A1, Drawings, diagrams & large charts A3 & A2, Letters, Magazines, Forms & Catalogues A4, Notepads A5, Postcards A6, Newspapers B4 & A3, Playing cards B8 & A8, Books B5, A5, B6 & A6. All C sizes used mainly for Envelopes.