PAPER SIZES

A1
594 x 841mm

A2
594 x 420mm

A3
297 x 420mm

A4
297 x 210mm

A5
148 x 210mm

A6
148 x 105mm

A7
74 x 105mm

| Format	W x H - Millimetres
A1	841 x 594 mm
A2	594 x 420 mm
A3	420 x 297 mm
A4	297 x 210 mm
A5	210 x 148 mm
A6	148 x 105 mm
A7	105 x 74 mm

PRINTING TERMS

BLEED That part of the design / text which extends beyond the artwork edge of the page. The bleed area will be trimmed off during the cutting process, there should be no text or other important information in the bleed area. Your background images and colours should extend to a minimum of 3mm beyond the final cut size.

EXAMPLE:
Final Cut Size / Finsihed Product: A4 (210mm x 297mm)
Artwork Supply Size Including Bleed: 216mm x 303mm

SAFE TEXT AREA other than background design that is intended to bleed, other elements such as text must be at least 3-5mm from the cut line. This will ensure that critical copy/ images are not cut off during the trimming process.
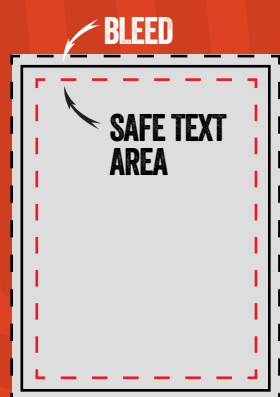
IMAGE SIZE / QUALITY Images should be supplied at 300dpi at the size it is used in the design. That means, IF you use an image in a flyer design, and the image is 200 x 180mm, you need to go and set the original image up at 200 x 180mm with a 300dpi resolution.

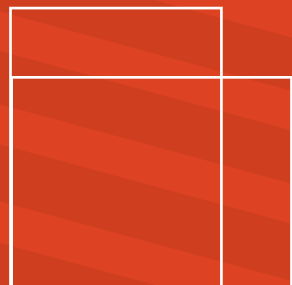**HOW TO RESIZE IMAGES:** https://youtu.be/ArU83nEj_yo?si=Dj3QIMoDv44PC09o

PORTRAIT (FORMAT)
Portrait: The height is greater than the width (Standing Up/Vertical).

LANDSCAPE (FORMAT)
Landscape: The width is greater than the height (Lying Down/Horizontal).

PORTRAIT = STANDING UP

LANDSCAPE = LYING DOWN

IMPOSITION in printing is the arrangement of multiple pages on a single sheet for efficiency. It involves positioning pages correctly for proper folding and cutting in the final product. Imposition ensures the printed material is produced efficiently and accurately.

DESIGN 1 (FRONT)	DESIGN 2 (FRONT)	DESIGN 2 (BACK)	DESIGN 1 (BACK)
DESIGN 3 (FRONT)	DESIGN 4 (FRONT)	DESIGN 4 (BACK)	DESIGN 3 (BACK)

COLLATION in printing is the arrangement of printed sheets in the correct order. It ensures that pages are organized sequentially for binding or assembly. Collation helps maintain the proper flow and readability of documents.

HOW PROCESS AND SPOT COLOUR DIFFER?
Process colours use a combination of four ink colours (Cyan, Magenta, Yellow and Black) to create thousands of colours. Process colours are used for printing that contains full-colour designs or when more than a few specified ink colours are used in a design.

SPOT COLOUR INKS are premixed to ensure an exact match of a colour. Spot colours should be used when colour accuracy is critical or when large solid areas are required.

PANTONE is the dominant spot colours printing system in South Africa.

METALLIC INKS are special printing inks that contain metallic particles, giving them a shiny, metallic appearance. They are often used to add a luxurious or decorative touch to printed materials. Spot colors are specific pre-mixed ink colors used in printing, including metallic inks, to achieve precise and consistent color reproduction.

LEAF is a sheet of paper containing two (2) pages.

EXAMPLE: : An A4 sheet printed both sides = 2 pages = 1 leaf.

PAGE is one side of a leaf of paper.

GRAMMAGE refers to the weight of a paper sheet, typically measured in grams per square meter (gsm). It indicates the thickness and density of the paper, with higher gram weights indicating thicker and heavier paper.

COVERAGE is the extent to which ink covers the paper. Ink coverage is usually expressed in percentage terms.

COATED PAPER is paper covered with a matt or gloss coating by the manufacturer.

UNCOATED PAPER is paper that does not have a layer of coating applied to its surface. It has a natural, textured feel and absorbs ink more readily compared to coated paper. Uncoated paper is commonly used for projects where a more rustic or traditional look is desired, such as stationery, envelopes, and certain types of packaging.

P.U.R. BINDING (PUR BOUND) VS PERFECT BINDING
Perfect binding involves binding pages together by gluing them along the spine edge, creating a flat edge. It's commonly used for paperback books and magazines. PUR binding, on the other hand, uses a stronger and more flexible adhesive called polyurethane reactive (PUR) glue, which makes it more durable, especially for books subjected to frequent use or harsh environments. PUR binding is often preferred for high-quality or long-lasting publications. Remember booklets work in multiples of 4 only.

SADDLE-STITCHING is a binding method where folded sheets are stapled together along the fold line. It's commonly used for booklets, brochures, and magazines with a smaller number of pages. Saddle-stitching creates a secure and cost-effective binding, but it's not suitable for thicker publications.

VIEW OUR FULL PRODUCT RANGE

PRINTING TERMS

THREAD SEWING is a binding method where individual sections of pages are stitched together with thread before being glued into the cover. This technique creates a strong and durable binding, suitable for books that will be frequently handled or opened flat. Thread sewing provides superior longevity and allows for smoother page-turning compared to other binding methods.

LITHO VERSUS DIGITAL PRINTING

Litho printing, also known as offset printing, transfers ink from a plate to a rubber blanket and then onto the printing surface. It's ideal for high-volume print runs and offers precise color reproduction. Digital printing, on the other hand, involves directly applying toner or ink onto the printing surface, making it more cost-effective for smaller print quantities and allowing for quick turnaround times.

LAMINATE A thin transparent plastic layer applied to paper, either on one side or on both sides to provide protection and strength. Lamination is normally applied to products to avoid most scratching and cracking, eg. Presentation olders and menus.

ENCAPSULATION is a process where a printed item is covered with a layer of clear plastic on both sides. This plastic coating provides protection against moisture, dirt, and tearing, making the item more durable. Encapsulation is commonly used for posters, maps, and educational materials that need to withstand frequent handling or outdoor use.

SCORE is an indentation in the paper to allow easier folding.

DIE CUTTING is a process used to cut custom shapes or designs out of paper or other materials. It involves using a sharp steel blade called a die (exactly like the idea ofa cookie cutter) to cut through the material in a precise shape. Die-cutting is commonly used in printing for creating unique business cards, packaging, and promotional materials.

EMBOSSING is a technique used to create raised patterns or designs on paper or other materials. It involves pressing the material between two dies, one of which is raised and the other recessed, to create a raised impression. Embossing adds texture and visual interest to printed materials like business cards, invitations, and packaging.

Embossing = Exit = Pushing Out (Stands Out)
Debossing = Pushing Down (Sinks In)

UV VARNISH / SPOT UV is a clear coating applied to printed materials and cured instantly using ultraviolet light. It provides a glossy or matte finish, enhancing the appearance and durability of the printed item. UV varnish is often used to highlight specific areas, add a protective layer, or create a distinctive visual effect.

MINIMUM FONT SIZE refers to the smallest size at which text can be legibly printed or displayed. It ensures readability and clarity of the text, especially when viewed from a distance or in small print. Adhering to the minimum font size guideline helps prevent text from becoming illegible or difficult to read.

TRIM/CROP MARKS are thin lines added to the edges of a printed document to indicate where it should be cut after printing. They help ensure accurate trimming, preventing any white borders or uneven edges. Printers use trim marks as a guide to cut the document to its intended size.

BLACK PLATE CHANGES involve altering the printing plate used specifically for black ink in printing. These changes can include date changes and details changes. By modifying only a black plate, clients can save a lot of money on printing costs.

HELPFUL LINKS

PRINTULU HELP CENTER

HOW TO FIX ARTWORK PROBLEMS

TEMPLATES

ADDITIONAL DESIGN SERVOCES

RECEIVE A RESELLER DISCOUNT

VIEW OUR FULL PRODUCT RANGE

HOW SHOULD I SAVE MY ARTWORK?

- The safest file format to send your files to us in is PDF. However, we also accept high resolution JPG, TIFF & PNG.
- No open files from Word, Power-Point, CorelDRAW or any other Microsoft files can be used.
- Your artwork should be of high resolution: 300DPI, CMYK colour mode.
- Please allow 3mm bleed on all sides of your artwork for paper products (Traditional Printing). Product Ordered Size + 3mm all around. This is the margin we need when trimming prints.
- Please allow 5mm bleed on all sides of your artwork for paper products (Large Format Printing). Product Ordered Size + 5mm all around. This is the margin we need when trimming prints.
- Please ensure that all text and logos on your artwork are at least 3mm or more from the edge of
- the visual size of your design (Paper/Traditional Printing).
- Please ensure that all text and logos on your artwork are at least 5mm or more from the edge of
- the visual size of your design (Large Format Printing).
- Please refer to our templates for product specifications.
- Please convert all fonts in your artwork to outlines/paths OR embed the fonts
- Embed all images within the document.
- Black should be supplied at 0% Cyan, 0% Magenta, 0% Yellow & 100% Black.
- Please ensure that all text is a minimum of 5 points in size (Paper/Traditional Printing).
- Please ensure that all text is a minimum of 8 points in size (Paper/Large Format Printing).
- Please ensure that Dietraces / Dielines / Cutlines / Foldlines / Score lines are created as a 100% Spot Colour on a separate layer. If you supply a JPG, TIFF & PNG ask Printulu to add the Dietrace / Cutline in or upload it as a separate file.
- Brochures & Booklets: Remember these work in multiples of 4.

WhatsApp us for Any Assistance
+27 66 011 6477

HOW TO ORDER WITH US

STEP 1:
The first step is to open Printulu - Your Online Printer and click on the category that contains the product you would like to order. For example, click Best Seller.

STEP 2:
Configure your product to your liking by changing the specifications such as quantity, paper or service. Then click Add to cart.

STEP 3:
Scroll up and click Go to Cart.

STEP 4:
Review your basket and then click Proceed to Checkout.

STEP 5:
Log in to your Account by adding your email address and your password. Then click Log In.

IN CASE YOU HAVE NOT SIGNED-UP YET CLICK SIGN UP.

STEP 6:
Add your shipping and billing address. Make sure to click the box next to your name.

STEP 7:
Select a payment method.

STEP 8:
Scroll down and click CHECKOUT

STEP 9:
Scroll and click Go to my account

STEP 10:
Click Verify Shipping Adress to ensure a seamless delivery.

STEP 11:
Set the pin to the correct address on the the map and then click VERIFY ADDRESS.

STEP 12:
Click Close

STEP 13:
Click Upload your Artwork in order to upload the artwork you would like to have printed.

STEP 14:
Click Start-Uploader if you already have your print-ready file. In case you would like to use our design editor click Start Artwork Designer. Once done click Close.

STEP 15:
Click Upload your Proof of Payment. That's it. You're done. After this step, we will process your order without anything else from your side (given your artwork is print-ready).

NOTIFICATIONS ALONG THE WAY

After the automatic artwork check: Your latest delivery date will be confirmed
When the order is shipped: You will receive your tracking code
When the order is delivered: Confirming who and when your order was accepted.

VISIT OUR WEBSITE

VISIT OUR HELP CENTRE

LIKE OUR FACEBOOK PAGE

VIEW OUR FULL PRODUCT RANGE