



4943 MCCONNELL AVE SUITE T
LOS ANGELES CA 90066

PRINTING GLOSSARY

ANVIL OUT

Also known as steel-to-steel, metal to metal or punched out. Pressure sensitive labels that are die cut, including the liner.

BLEED

Printing that goes beyond the edge of the sheet before trimming.

BREAK

A tear in a fanfolded stack of pressure sensitive labels.

CAMERA-READY ART

Final form artwork supplied for printing preparation that requires no modifications except possible enlargement or reduction.

CARRIER WIDTH

The total measurement of the label backing sheet from left to right.

CMYK

Cyan, Magenta, Yellow, Black. The four-color process colors that are used in printing. C,M,Y are the subtractive primary colors and black is added for contrast.

COLOR BARS

Sample of the colors printed, amount of ink used, the trapping and the relative densities across the press sheet.

CORE

Cardboard cylinder used to wind thermal and other labels as well as thermal transfer ribbon.



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PRINTING GLOSSARY

CROP

To eliminate a portion of the copy indicated by cropmarks on the original.

CURL

When labels bend in the direction of the paper grain often caused by humidity.

CUSTOM OVERRUN

In printing, copies printed over specified quantity.

DIE CUT

The shape of a pressure sensitive label made by the cutting edge of a die.

FACE SLIT

A slit die cut on the face of the label at one end to make the labels easier to remove from the liner.

FINISH

The surface of a label determined by it's contour and gloss.

FLUSH COVER

The cover is trimmed to be the same size as the inside pages.

FLUSH LEFT (OR RIGHT)

Type set aligned on the left (or right) margin.



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PRINTING GLOSSARY

FLUSH PARAGRAPH

A paragraph without indention.



GHOSTING

Also known as shadows, ghosting is caused by an inconsistency of ink distribution, plate and/or surface thickness.

GRADATION

A transition between colors and densities.



HALFTONE

A screening method for printing or reproduction using black dots arranged to give the effect of black, gray and white areas.

HORIZONTAL SPACE

The space left to right created by removed labels in a die cut.



HYDROPHILIC

Water receptive.

HYDROPHOBIC

Water repellent.



KISS IMPRESSION

A very light impression of an image printed on paper.



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PRINTING GLOSSARY

LABEL HEIGHT/DEPTH/LENGTH

The verticle measurement on a label from top to bottom, when label is traveling in machine direction. This is the second measurement in a label.

LABEL SIZE

The measurement of the label. Width by depth.

LINER

In paper, the property that makes it less transparent.

OPAQUE

In paper, not able to see through, not transparent.

OPAQUE INK

Ink that covers all color beneath it.

OVERPRINTING

Printing over an area already printed on.

PERFORATION

Small linear cuts that assist tearing and folding a material.

PMS COLORS

The Pantone Matching System.



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PRINTING GLOSSARY

PROCESS COLORS

The subtractive primary colors plus black for contrast in 4-color process printing.

REMOVABILITY

Description applied to pressure sensitive labels based on the force or condition under which they can be removed.

REPEAT

The measurement from the top or left edge of one label to the top or left edge of the label next to it.

ROLL DIRECTION

The facing direction and/or wind of a roll label product.

SATURATION

The degree of strength of a color or difference from white. High saturation is brighter and lighter, and low saturation is duller and grayer.

SCALING

The reduction or enlargement of an image to fit an area.

SCORE

An impression or indentation that assists in folding paper easily.

SELF-IMAGING LABEL/PIGGYBACK

A bottom label or mid liner with an encapsulated ink coating.



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PRINTING GLOSSARY

SELF-IMAGING LINER

A liner with an encapsulated ink coating.



SENSOR MARK

A printed black bar on direct thermal and thermal transfer labels that signals the printer to begin printing.

SMUDGE RESISTANCE

Resistance to ink blurring or smearing on a freshly printed surface.



SPOT COLOR

A specified ink color used in addition to black to add interest to a printed image.

SPOT VARNISH

Varnish that is applied to a specified area of a page.



THERMAL DYE SUBLIMATION

Similar to Thermal Dye Diffusion Transfer, or D2T2. Like thermal printers, except pigments are vaporized and float to desired proofing stock.

THERMAL TRANSFER PRINTING

Imprinting that uses heat and pressure to melt a wax based ink onto a label or tag.



TINTS

Even tone areas or strengths of a solid color.



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PRINTING GLOSSARY

TRANSPARENT INK

A printing ink or process ink that is transparent to blend and form other colors.

TRIM MARKS

Marks on a copy to indicate the edge of the page for printing.

VERTICAL SPACE

The spacing between labels in a die cut from top to bottom.

WARM COLOR

A yellowish or reddish cast to a color.

WATERMARK

An impression formed into paper that appears lighter when held up to light. This is created by an intricate wire design on the wet end of a paper machine.

WOUND IN

The labels wound on a roll are facing the inside of the core.

WOUND OUT

The labels wound on a roll are facing the outside of the core.