



**What Do I Need?
Select Products by Your Needs.**

YOUR NEED:

If you need to be able to write-on your product...

THE RIGHT PRODUCT(S):

You will want to select a product with no coating on one or both sides. Also, you can select a product with Satin AQ (Matte) or AQ (semi gloss) as both these finish coating are able to be wrote on. Do not select a UV coated product.

YOUR NEED:

If you want your final product to have a high gloss finish to enhance the design's color...

THE RIGHT PRODUCT(S):

You will want to select a product with UV (high gloss) coating. Please note that you can not write on UV coated products. You can select only one side to be UV coated on select products.

YOUR NEED:

If you want light gloss coating, not a heavy glossy look...

THE RIGHT PRODUCT(S):

You will want to select a product with AQ (semi gloss) coating.

YOUR NEED:

If you want a dull shine or a non-glossy look...

THE RIGHT PRODUCT(S):

You will want to select a product with Satin AQ (Matte) Finish coating.

YOUR NEED:

If you need small quantities like 25, 50, 100, etc.

THE RIGHT PRODUCT(S):

You will want to select a product labeled as "Small Qty or Quantity" in the product category. The small quantity products range from 25 to 250.

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BUYER'S GUIDE

Finish Coating Options:

AQ (semi gloss) is a light gloss protective coating applied to Items like Business Cards, Brochures, Flyers, Posters, Catalogs, etc.

Recommended: If you don't like a heavy gloss appearance and if you need to be able to write on your finished product.

UV (high gloss) is a heavy gloss protective coating applied to Items like Business Cards, Postcards, Flyers, Bumper Stickers, etc.

Recommended: If you use bright, high impact colors in your design. You can not write on UV coated products.

Satin AQ (Matte Finish) is a light dull protective coating Applied to Business Cards, Brochures, Flyers, etc.

Recommended: If you want to create an elegant upscale finished look for your product. You can write on satin aq coating.

Foil Accents (Foil Worx) is a Foil that is applied to a card stock such as a business cards or flyer.

Metallic Inks: We offer a solid coating of metallic silver (PMS 877c) or a light coating of metallic silver.

The difference between the options is the solid coating will appear as solid silver metallic only. The light coating will appear over other colors in your design giving them the appearance of metallics.

Common Printing Terms:

PMS Spot Colors: PMS or the Pantone Matching System for Colors is a traditional printing method that offers exact color matches where as the digital or 4-color process does not offer exact color matches. PMS Spot Color jobs are usually printed in one or two colors.

Raised Text: Raised Text or Thermograph printing is a print process where the inks are raised to give the text and/or images a texture and feel. Raised Text printing is usually done in one or two colors.

4/0, 4/1, 4/4: These numbers indicate how a four color process product will be printed. 4/0 = 4 color process on side only. 4/1 = 4 color process on side and black ink on the other side. 4/4 = 4 color process on both sides.

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Card Stock Options:

12 pt Gloss card stock: The 12pt stock is similar to a 100lb card stock. Our 12pt gloss card stock is glossy on the front side and uncoated on the back side. This stock is used with our digital printed products.

14 pt card stock: The 14pt stock is heavier than the 12pt stock. A heavy thick card stock. Our 14pt comes in uncoated and glossy options. This stock is used with both our digital and offset products.

16 pt Gloss card stock: The 16pt stock is the heaviest card stock we offer. It is an extra heavy thick card stock. This stock is used with our offset products.

Linen card stock: The 100lb linen card stock is white linen. This stock is used with both our digital and offset products.

Silk Lamination: Heavy 16pt Card stock that is laminated with a special coating material to give the card stock an elegant and unique texture.

Uncoated card stock: The 100lb card stock uncoated is a medium material material. This stock is used with our digital products.

Waterproof Stock is a special material that is both water and weather proof. It is a light material stock similar to a 10pt card stock.