



# Graphic Specialties, Inc. Embossing

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## Equipment:

	Max Sheet	Min Sheet
SBL	29" X 41"	16" x 22"
Thompson Saroglia	22" x 29"	8 1/2" x 11"
(2) Kluge EHD	14" x 22"	4" x 4"

## Specifications:

Presses that accommodate : 4" x 4" to 29" x 41"

## Tips and Information:

- Use sharp, camera-ready black and white art. Provide a film positive to size.
- Finished embosses look slightly smaller than the originals, thus you should slightly increase the size of the art.
- Embossing or debossing can shorten the width of a cover and should be compensated for.
- Rules should be at least a two-point thickness or more.
- Type should be spaced out a little more than normal to provide room for beveling the image to secure greater depth.
- Avoid small type tightly kerned. Small elements placed too close together will not have adequate room to form completely. More letter space (Kerning) should be used.
- For best results, indicate beveled edges or rounded edges.
- Indicate bevel in or bevel out in regards to the ink registration.
- Give the debosser both a line drawing and a photograph of the object if the emboss is sculptured rendering.
- For sharp detail or pointed edges on deeper embosses, the die marker must use beveled edges.
- When emboss is to be registered to four-color printing, supply the embosser with one of the dominant screened four-color negatives, as well as the final printed piece.
- Wax-free inks are not required for registered emboss.
- Avoid large solid areas.
- Allow at least 3/4" gripper margin.
- Clearly mark gripper and side edge.

## Terms:

Embossed images are created by stretching and reshaping the paper fibers with extreme pressure and usually with heat. This is accomplished by pressing the paper between a female die and its molded male counterpart on an embossing press.

### Blind Emboss:

Raised image on blank paper, without register to ink, foil, varnish, die-cut etc. We do not recommend blind embossing finer than a 2 point line.

### Single-Level Emboss:

Raising the image area to one single flat level. Blind or register with a beveled or rounded edge. Dies can be made of magnesium, copper or brass. This is the least expensive way to emboss.

### Register Emboss:

Raising an area which has been printed or foil stamped.

### Printed Emboss:

Embossed area registers with printed image. Customer should determine whether bevel should stay inside or outside of the print image.

### Raised Round Edge:

Can be blind or registered emboss. Die is concave. Can only be done in brass.

### Raised Flat with Bevels:

Creates flat raised surface. Edges are cut at an angle. Can only be done in brass.

### Multi-level Emboss:

The embossed impression may

consist of two, three, or more levels of depth. Can be blind or register embossed. Creates a 2 dimensional look. Can only be done in brass.

### Sculptured Emboss:

Hand tooled process made from a photograph or drawing with various levels of depth to make the image appear realistic and give dimension. Can create intricate detailed images. Dies are etched by hand in brass. This is the most expensive way to emboss.

### Tint Emboss:

Process of embossing using pearl or pastel foil which gives a subtle color. White stock is recommended since these foils are transparent. Brass dies are usually used.

### Combo Emboss:

An area of broad type or a logo that can be embossed and foil stamped in one pass. Only brass dies can be used in this process.

### Deboss:

Areas recess, or go down, rather than raising up.

### Stamp & Bump:

Process of foil stamping the image in one pass on the press, then embossing the foiled image with a second pass.

### Glazing:

Increased heat and pressure alters the paper color causing a burnishing effect.

### Texture Emboss:

Adds a tactile quality such as pebble or woodgrain.