

TRADITIONAL PRINTING TODAY

# Lyme Bay Press



## So, you want to Emboss...!

Embossing is a simple way of adding decorative elements to your design quite simply but unlike getting your artwork ready just for printing letterpress there are a couple more things to consider.

As with letterpress you will have to start in CMYK, all artwork should be supplied 100%K and vectors are the best, but there are a couple of other things...

Embossing, especially on thicker boards won't work very well if the design is too fine, if you want something very fine and raised from the board you should look at engraving, there are companies out there who specialise in doing this for you, but for now it's all about the embossing.

When you design for an embossed area you have to allow for a little mis-registration. When you emboss using the embossing pair that you've ordered from us, you will be applying a lot of pressure to a small area in order to get the effect that you want. This means that the registration with print can vary by  $\pm 1$  mm. This means you should expect the embossed element to move around the page by up to  $\pm 1$ mm. This is if you are embossing over an already printed area. If you are blind embossing, although you'll get some movement, it won't be as noticeable, but be aware of this movement if you are placing your blind embossed area next to an inked part of the design.

If you are aiming to cover a printed shape having a hard edge, then the embossed area should overlap the printed edge by 1 mm to allow for any inherent variations in registration.

After using embossing plates for a number of years and eventually making our own, as well as lots of research done on the Interweb we have finally come up with some rules of our own and we are very grateful for those people that have also helped us gather this info.

So;

1. Avoid lines thinner than 1mm
2. Avoid reversed out lines thinner than 2 mm.

Please remember though that your design can be affected by the board and/or paper you are looking to emboss. Embossing is not really suited to very fine work; your press setting may have to be adjusted to allow for the embossing pair.

You'll get best results when you don't try to match the embossing to printed objects, and instead treat it as a design element in its own right. Separate embossed elements should have a minimum spacing of 1mm. Placing elements too close to each other will result in them becoming one shape and filling in.

Avoid using embossing on small text. Fine fonts, particularly those with serifs or tapered lines do not produce good results. The thinnest part of the font must be 1mm in width.

*The Rules:*

Minimum character thickness is 1mm or 2.835 pt



*What it looks like to size:*

Minimum character thickness at least 1mm



### **Avoid large embossed areas over the page edge**

Avoid having areas of embossing bleeding to the edge as chipping, flaking and flattening of the embossed area may occur as the job is guillotined.

Vectors really do rule when creating artwork for embossing pairs, they create a smoother edge on the plate, just like those used for letterpress, which is basically what you are doing, in reverse.

### **Embossing Depth**

Embossing depth cannot be accurately measured. It is a process where the printer determines the depth based on artwork and paper stock, and then has to continually maintain throughout the run. As a rule, pressure will be applied to ensure depth will be as deep as possible without cracking the paper. Embossing on printed areas creates more opportunity for cracking and this cracking will be more noticeable on dark colours.

Be aware that the reverse of the printed item will be "de-bossed", this may distort the design or text on the reverse.

### **Supplying Artwork**

Supply your artwork to us as you would do for a letterpress printing plate. CMYK, everything 100%K and right reading. You must tell us that you want an embossing pair, then leave the rest to us.

### **References**

[https://en.wikipedia.org/wiki/Paper\\_embossing](https://en.wikipedia.org/wiki/Paper_embossing)

<https://www.marqetspace.co.uk/file-supply/how-to-supply-embossed-files>

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