

COVERING YOUR BOOK



Process	Description	Base Materials	Colors	Comments
Silkscreen	A process where a design stencil is impregnated into a very fine synthetic screen and then ink is forced through to form a design on the cover.	Essentially all cover materials can be silkscreened except fabric materials.	More than 35 full spectrum colors are available.	It is a very simple yet attractive method of cover printing. Silkscreening can be successfully mixed with several other processes including thermoscreening and foil stamping . Embossed areas of a design can be silkscreened , a process called topscreening .
Lithography (Offset Printing)	The same printing process that is used to print pages of the book. Virtually any design, illustration or photograph can be reproduced using 1, 2, 3 or 4-color lithography .	Lithographed covers are printed on 100lb stock, then typically laminated. This creates an especially strong material designed to withstand the stresses of casemaking & binding.	Any spot color or process (four-color) colors can be used.	Lithography must be used if the design involves halftones (photographs or shaded artwork). Lithographed covers are mylar laminated to improve durability. Lithographed covers can also be foil stamped , silkscreened and embossed . Cost is directly affected by the number of colors used.
Hot Foil Stamping	A process where a die is created of the cover design and then is used to stamp foil onto the cover material. Heat and pressure seal the design into the cover material.	Essentially all cover materials can be hot foil stamped except open-weave fabrics.	A variety of solid colors and premium holographic foils are available.	Hot foil stamping is a very attractive process. More than one color can be applied. Over all size of the design will affect the die cost. Can be combined with silkscreened , thermoscreened or lithographed designs. Embossed designs with foil applied are called top stamping .
Top Stamping	A process similar to hot foil stamping except that a special die is used to apply the foil on top of an embossed (raised) area.	All materials are available but not recommended with Korigan.	A variety of solid colors are available. Holographic foils typically cannot be top stamped .	Top stamping can be applied only to the highest embossed flat surface of a design. Price is directly affected by the size of the die needed.
Embossing/ Debossing	A process in which a brass die of the design is created and then used to raise or lower areas of the cover to bring out the image of the design.	All materials are available but not recommended with Korigan or Lithocote except for light embossing .	Color can be applied to an embossed design through screening , top stamping and toning .	Embossing involves careful planning. Many things can be done with this process; a design can be very simple or very complex and embossed with several levels. Many dies already exist. Consult your representative before deciding on this process.
Graining	A debossing process where a texture is applied through the use of a grain plate, similar to a die.	All materials are available except fabric materials and Korigan.	See toning .	A rich variety of grains is available. Be sure to consider how the grain will compliment or conflict with your cover design. Toning a grain greatly improves its effect and richness.
Metalique	A process where a special embossing die is used to form and embed a raised metal design into the cover.	All materials are available but not recommended with Korigan or Lithocote except for light embossing .	Gold and silver are most common and can also be toned. See toning .	This is one of the most impressive of all cover processes. Toning is strongly recommended to bring out fine detail sometimes lost in the metal's luster. Cost of the die will greatly affect overall cost of this process.
Toning	An antiquing process that is rubbed into a grain, embossed/ debossed area or a metalique . The toner brings out the design more clearly and gives a rich look to the design.	Toner can be applied to covers only where a grain, embossed area, metalique or any combination of these exists.	Over 35 full spectrum colors are available, but black is most commonly used.	This option is recommended to bring out grains and intricate embossed designs - especially on metalique seals.
Tip-ons	A process where laminated photos or art are laid by hand into a debossed area on the cover. Therefore, tip-ons actually involve three processes: printing (of the photo or art), debossing and lamination.	Tip-ons can be applied to most cover materials.	Tip-ons are generally printed using the four-color process.	Tip-ons should be the simple shapes of squares, rectangles or circles. They are most economical if designed to fit existing debossed die areas.
Personalization	A process employing the use of a computerized foil stamper to print individuals' names and activity icons on yearbook covers.	All materials are available except open-weave fabrics.	Several solid colors are available.	Up to three lines of type can be stamped. Positioning is flexible, but must be horizontal. Type is 14 point Helvetica. Exact cost depends on how early the cover names are received at the plant.
Die Cutting	A process in which a simple geometric opening is cut through the binders board. Usually a design printed on the endsheet shows through the opening.	Essentially all materials can be die cut .	Not applicable.	Die cuts work best as circle or ovals. Other shapes sometimes show depressions or fray in the corners. Die cutting is not recommended for extra heavy binders board (120 pt or more).

