

What does **die-cut**, **emboss** and **foil stamp** mean?

TIPS &
TRICKS

There are many terms used in printing that may be mentioned when discussing your project with your account manager. Below some common terms are defined that will help you have a better understanding when presented to you.

DIE-CUT

Die-cutting is the process of cutting irregular shapes into a printed product. This is part of the finishing process after the ink is applied to the paper or other material. A die is manufactured into a steel blade that is used to cut out the desired shape.

Die-cuts can be circular cuts to create a door hanger or slits designed to hold the corners of a business card. They can also be unusual shapes such as letters or any other unique shape, provided it is technically feasible. The process can also be used to create rounded corners, holes, windows, flaps and pop-up shapes.

EMBOSS

Embossing is the process of applying heat and pressure to acquire a desired raised image in the surface of paper or other material. This creates a three-dimensional effect. This can be applied to accentuate printed images or text on the page.

Blind embossing is a process where the embossing is applied to the material without any printing on the surface. For instance, a logo may be embossed on a blank surface for a subtle effect.

A third option is **debossing**. This is the same technique used as in embossing but rather than having raised impression of the graphic, a depression is created.

In each of these applications, a die is manufactured from zinc, brass or copper. Photo-chemical or lasers are used to etch the dies.

FOIL STAMP

Foil stamping is the process of applying special foil-backed material to paper or other materials. A heated die stamps the foil adhering it to the surface leaving only the shape of the die. Foil stamping can also be used in combination with embossing or debossing.

This process is commonly used on hard bound book covers beneath the dust jacket but can be used on a vast array of surfaces or applications.



Die-cut: paper is cut out with a unique shaped knife



Embossing: image is pressed into paper as a raised finish (depressed for deboss)



Foil Stamp: image and foil transfer material is pressed into paper (can also be embossed or debossed)