



660 Southwest Street  
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## Common Printing Terms and Definitions

**Anilox:** A roller that meters and applies ink to a flexo plate, to achieve the correct color and density.

**CMYK:** Cyan, Magenta, Yellow and Black

**Coating:** A chemical that is applied on top of the print, for protection and durability

**Converter:** A manufacturer who prints from large rolls or sheets of material, to smaller rolls for easier use.

**Core:** The tube on which the substrate is wound

**Cropping:** Trimming of an unwanted area on a photo or artwork.

**CTP:** Computer to Plate

**Cylinder:** Rollers on which the plates are mounted on.

**Die:** A round, sharp device for cutting patterns out of finished material.

**Die Cutting:** The process of using a rotary die to cut shapes from printed material.



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**Digital Printing:** A process of printing a text document or image from a computer to a substrate

**DPI:** Dots per inch.

**Embossing:** Creating a raised effect on paper

**Flexography:** A printing procedure in which flexible rubber or plastic plates are used, enabling a variety of surfaces (substrate) to be printed on.

**Foil Stamping:** To use a die to place metallic foil on paper.

**Four Color Process:** The standard use of combining the colors, Cyan, Magenta, Yellow, and Black in the printing process.

**Font:** The style and size of letters, numbers, and other symbols used.

**Gloss:** A shiny finish.

**Guillotine:** A device with a large knife for making vertical cuts.

**Impression:** Applying the right amount of inks and pressure from a plate to a substrate, to obtain the optimal image.

**Imprint:** To add additional printing to a previously printed image.



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**Insert:** A print product that is inserted into a publication or other printed material.

**Lamination:** To cover with a plastic layer for protection or appearance.

**Matte:** A dull finish.

**Offset Printing:** The printing process in which ink is transferred from a printing plate to a rubber blanket or roller, and then to a substrate.

**PMS:** Pantone Matching System – a uniform way of matching colors.

**Prepress:** The procedures involved in getting artwork and files, ready for printing on a press.

**Pressure Sensitive Labels:** Labels with a strong adhesive which are applied by peeling off the back side and sticking it on an object; with the bond determined by how much pressure is applied.

**Roll Fed:** A continuous roll of paper is used for printing

**Registration:** Alignment of all of the plates so that the finished product has the copy and each color in the correct position.

**RGB:** Red, Green, Blue.



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**Sheet Fed:** Individual sheets are put in the press

**Substrate:** The surface material that the plate comes into contact with while applying ink.

**Slitting:** Trimming off unused portions of a print product during a press run.

**Turn bar:** An attachment on a flexo press that turns the paper over so that the other side can be printed on.

**UV Coating:** A protective coating of varnish that is applied and cured with ultraviolet light.

**Wash up:** Removing inks and plates from the press for cleaning, and in preparation for the next job.

**Web Press:** A press that uses rolls of paper that are threaded through a series of cylinders and rollers.