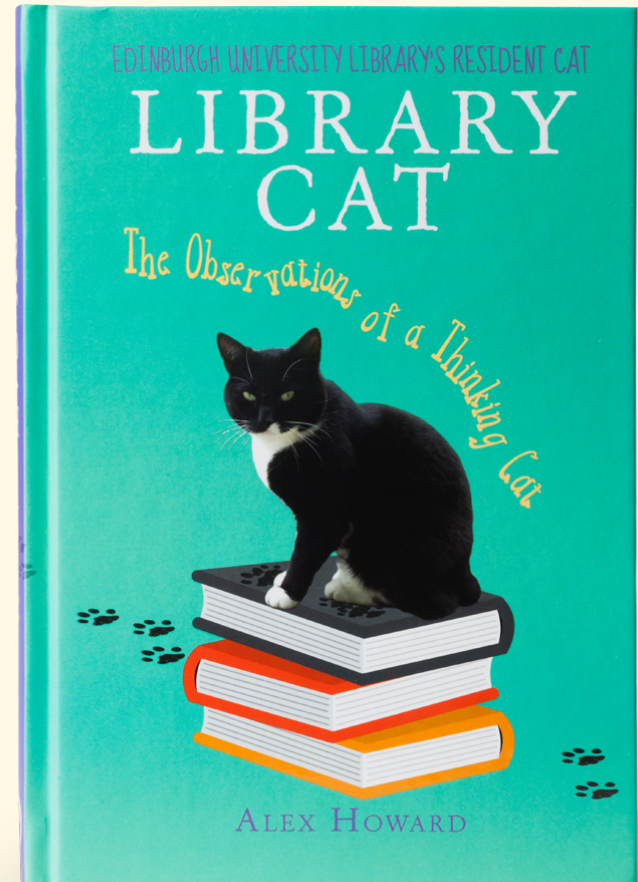


THE A TO Z OF PRINTING FOR SELF-PUBLISHING



SMART PRINTING FOR SMART PEOPLE



"There are worse crimes than burning books. One of them is not reading them."

Ray Bradbury

"...The other is to have written one and not to have it printed!"

Pulsio Print

Table of contents

What can you expect	4
Book Anatomy	5
Format	8
Paper Type	8
Cover	12
Effects	16
Binding	18
Offset and Digital printing	20
Colors	22
Printing Process	24

What can you expect



You will have a good understanding of what is best for your book and budget by the end of this article. If you have further questions, don't hesitate to contact Pulsio at contact@pulsioprint.co.uk or **(020) 4571 2572**, and we will be more than happy to help.

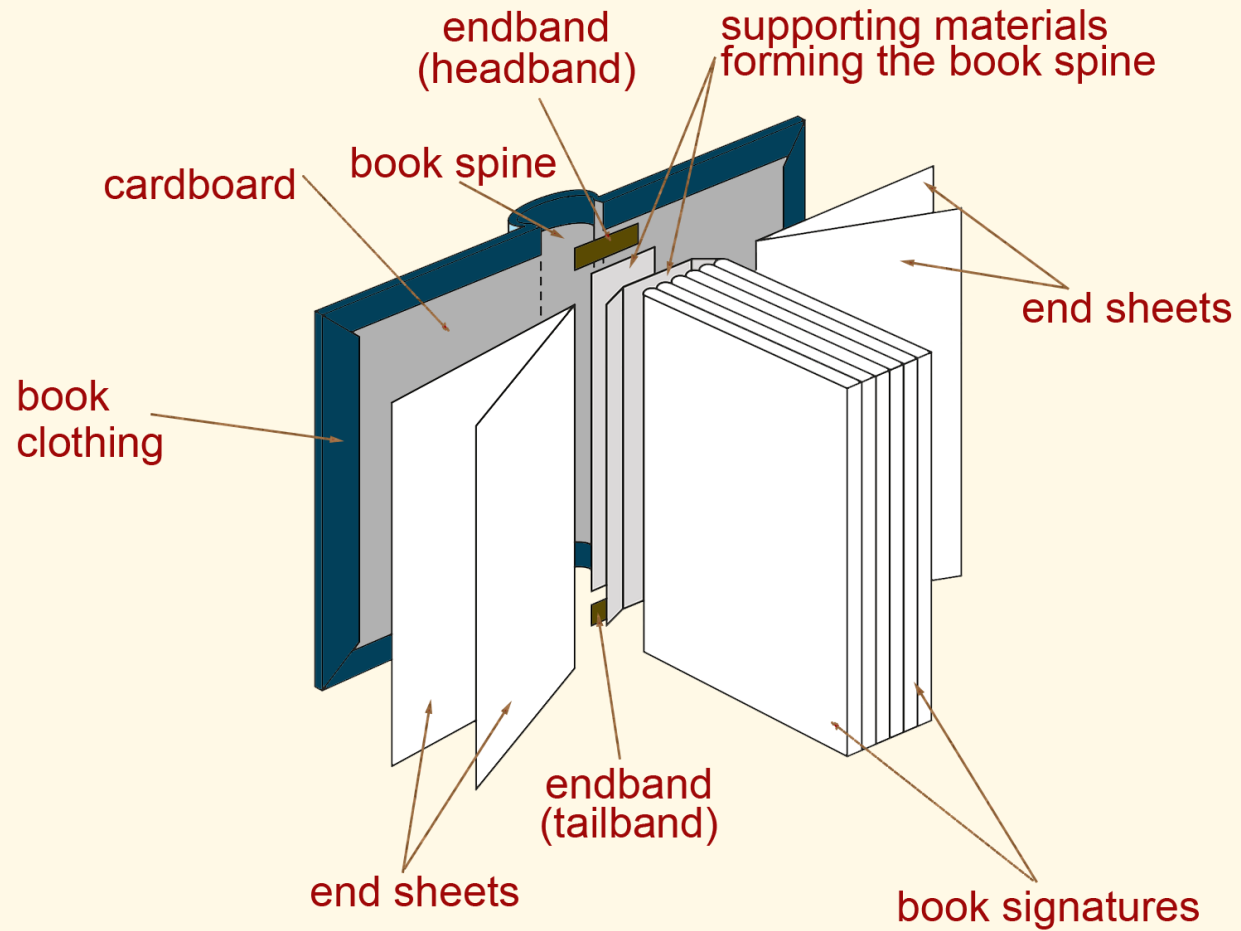
Let's get started!

contact@pulsioprint.co.uk

(020) 4571 2572



Book Anatomy



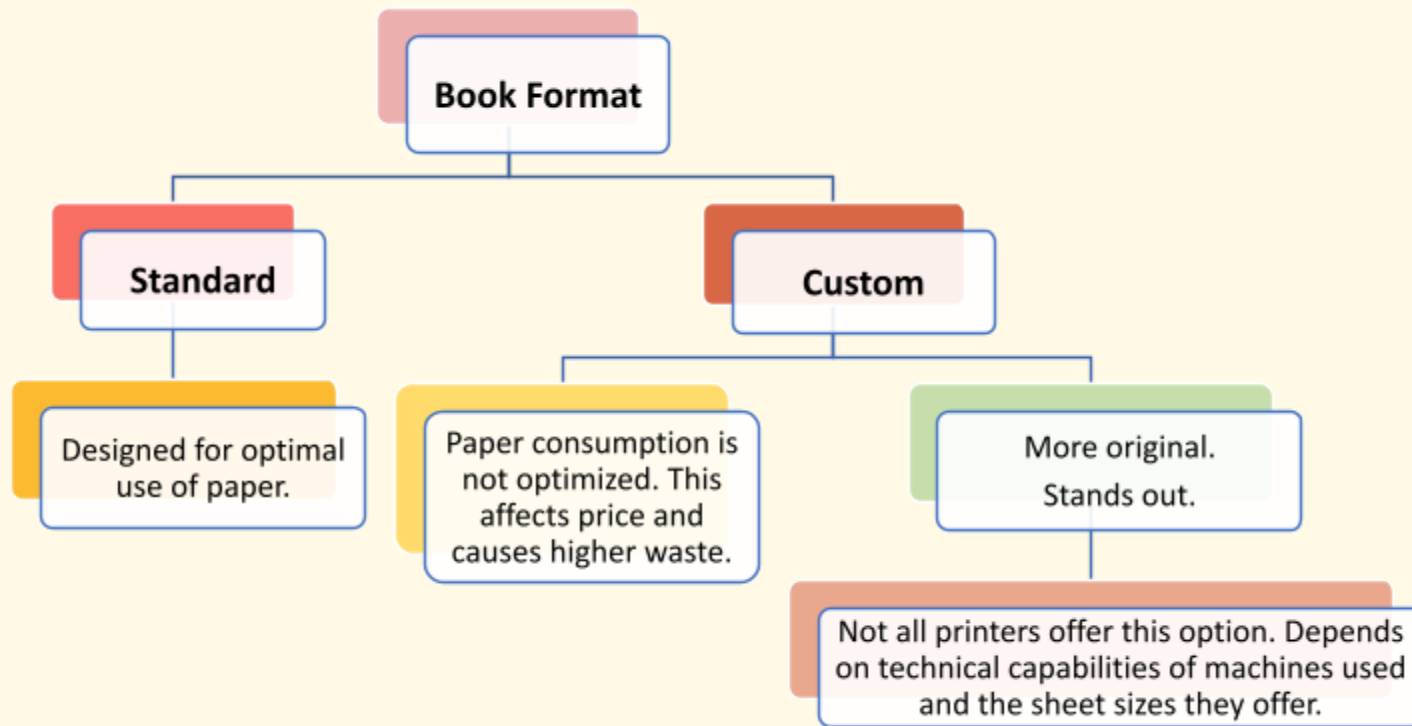


#bookbox #hardcover #photoalbum #biography

Key elements:

- **A book signature** is a sheet of paper with four or more printed pages on it, that is then folded to the approximate size of a page of the future book, putting the pages in the correct order.
- **The spine** is that part of the book where the cover material hides the gathered set of book signatures. It is the part of the book that is visible when the book is placed on the shelf. It can be straight or rounded.
- **Cover** your book with paper, cloth, leather (natural or faux), or a hybrid option like a cloth back and paper dressing. It is the first impression on which your work will be judged.
- **Endpapers** are 4 pages, usually white, that are glued to a hardcover. Their purpose is to make the connection between the book body and the cover stronger.

Format



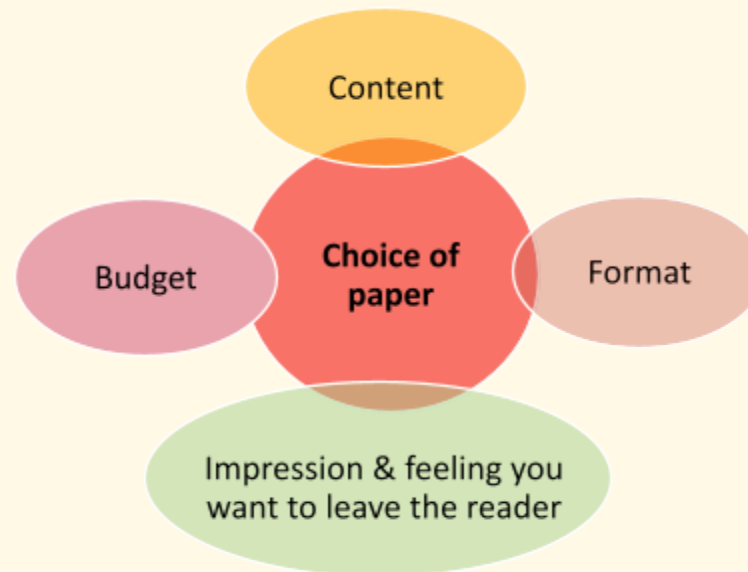
The number of pages of your book, which also affects price, is influenced by the format chosen. Taken into account for the final calculation are also the number of signatures that will be formed after the sheets are folded and the white margin needed for binding. If you are working with a graphic designer or other artist,

discuss with them what format is best suited for your book's artwork. Your decision should always be user-oriented.

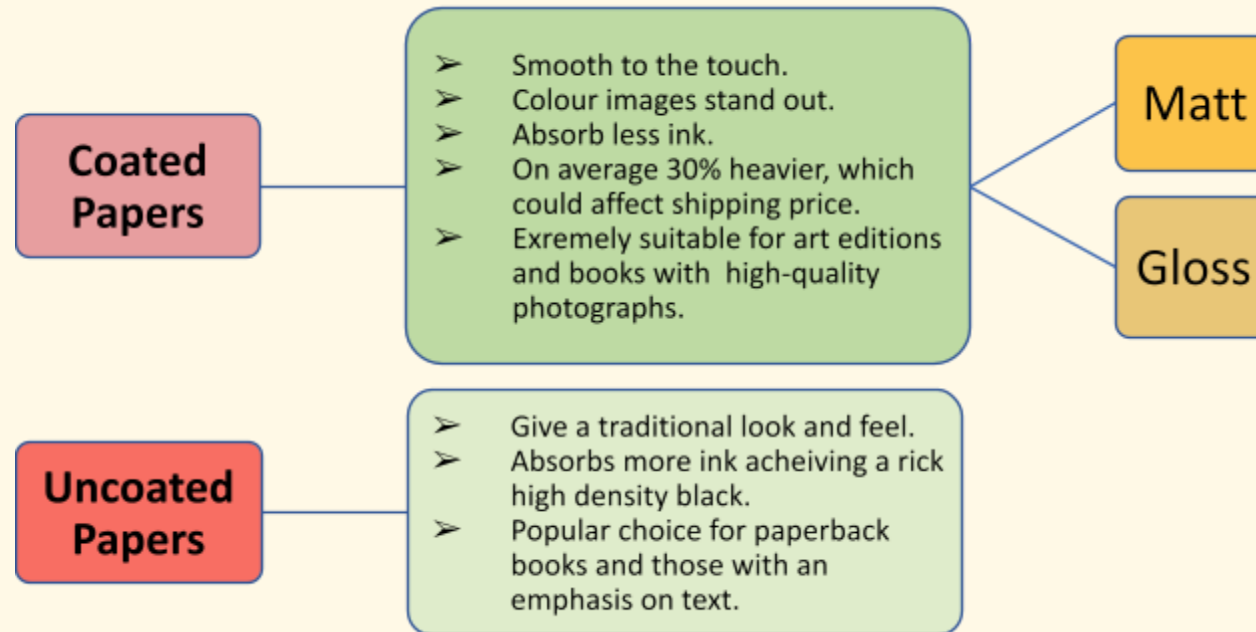
More on the topic:

- [Print your novel step by step](#)
- [How to choose the right format](#)

Paper



The 1st choice you need to make is whether the paper for your book has a coating or not:



Gloss coated papers:

- Beautiful, however, are more capricious to read under certain light conditions due to their reflective surface.
- **A popular choice for luxury business and art catalogs with high-resolution images.**

Bulk paper:

- Uncoated.

- **The most widely used paper for printing novels.**
- Thick to provide more volume if your text is shorter.
- Lightweight suitable for longer narratives.
- If the novels are illustrated, it is advisable to choose from the high-quality bulk paper categories that have a higher weight.



#custom #notebook #thermoleather #debossed

Offset paper:

- Uncoated.
- One of the most commonly used types of paper for printing.
- Suitable for monochrome and multicolor projects.
- High level of whiteness.
- The lack of lamination makes it not suitable for printing high-definition images.
- **A popular choice for art, fashion, and children's editions.**

Recycled paper:

- Eco Friendly.
- Opaque with a matte surface and no unpleasant glare.
- **Ideal for printing text and high-quality images.**

Art papers and Designer and luxury papers:

- Transparent, glossy, colored, metallic, coarse-grained, and more.
- Make any project stand out.
- **Used where originality and wow factor are sought.**

More on the topic:

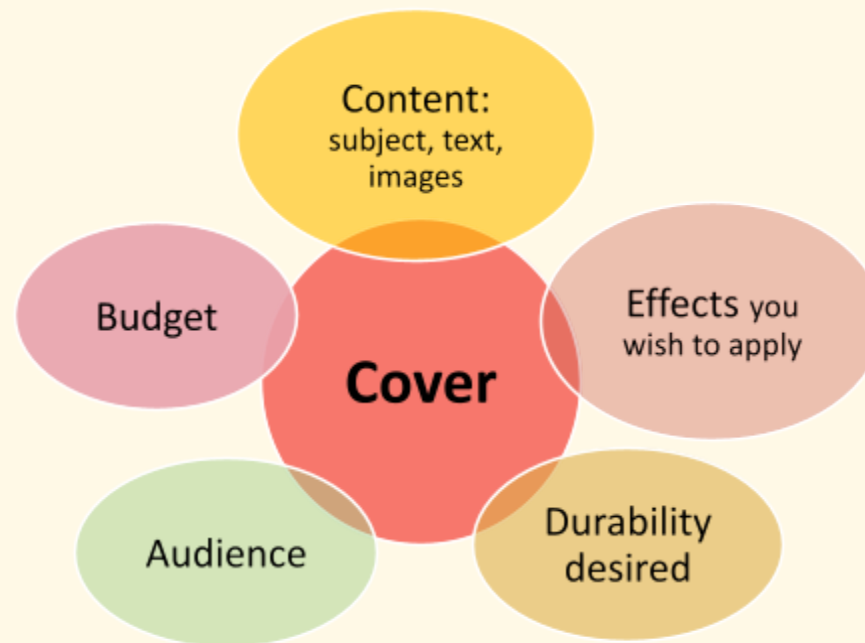
- [Choosing the right paper](#)
- [Novel and non-fiction printing: making your book from A to Z](#)



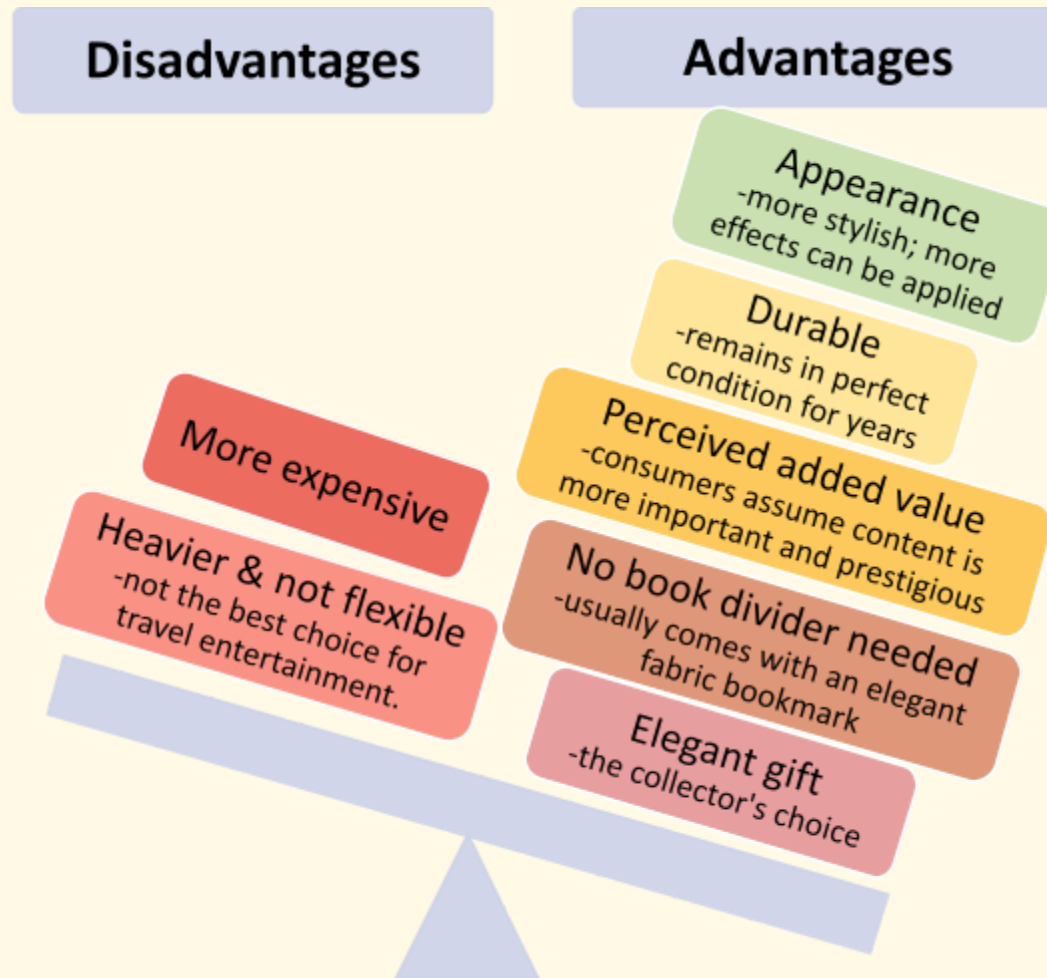
#hardcover #cloth #hotstamping

Cover

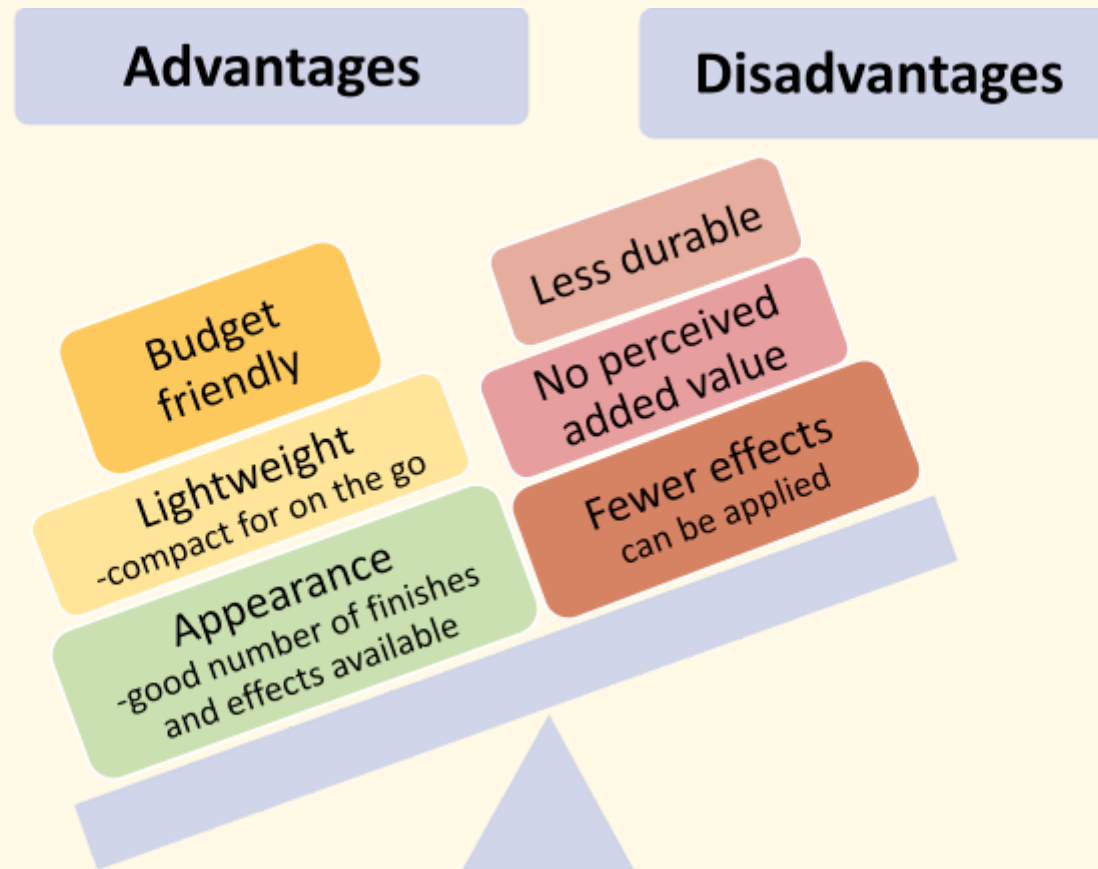
Hard or soft cover is best for your book? It depends on:



Hardcover



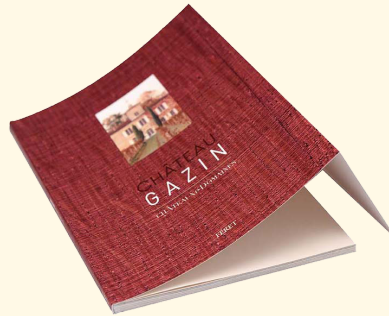
Softcover



Effects

French flaps

- Elegant way to elevate your book.
- Provides extra space for additional key information - text and/or graphics.



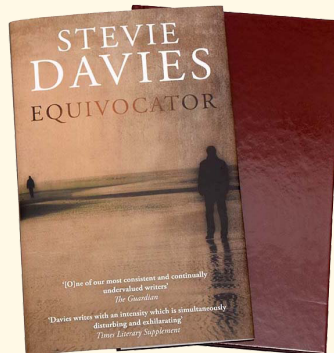
Hot stamping

- Stimulates both visual and tactile senses.
- Provides relief, texture, and contrast all in one technique.
- Can be done with metallic foil.



Dust jackets

- Protect the cover of the book.
- Can be an extension to your cover art.



Die-cutting

- These playful cutouts can launch your book into a new orbit of interest.
- A favorite for luxury art books and children's books.



Fore-edge painting

- Is like taking the art that is your writing and finished book and putting it in a beautiful frame.
- Can be gold, silver, or color.



Book boxes (bookcases):

- Perfect for luxury print projects that must withstand the test of time.
- Store 2, 3 or more printed products of the same or different types (books, posters, photographs).



The possibilities for turning your project into a real jewel are practically endless with even more effects such as **satin lamination, 3D relief, UV spot varnish, hologram, glitter, metallization, embossing, and debossing.**

Check out products with these effects crafted by Pulsio Print

PRINT PRODUCTS

Binding

Perfect binding

- Optimal for books printed on paper with a maximum weight of up to 130 gsm.
- Allows the binding of large numbers of pages.

PUR binding

- Optimal if your softcover book has coated paper for the body.
- Same technique as perfect binding but uses an adhesive with even stronger properties.



Section-sewn binding

- Highly durable -combines both sewing and gluing.
- Recommended for books with pages weighing over 130 gsm.

Saddle stitching & Loop stitching

- Used only for publications with a very low page count.



Wire-O Binding

- Allows the printed product to open 360° making it very easy to handle.
- Make it possible to bind together different materials such as paper, board, plastic, offcuts and thus can be used for specialty books.

Case Binding

- Ultra-durable and high-quality
- A must for high-end, luxury products that are made to last.



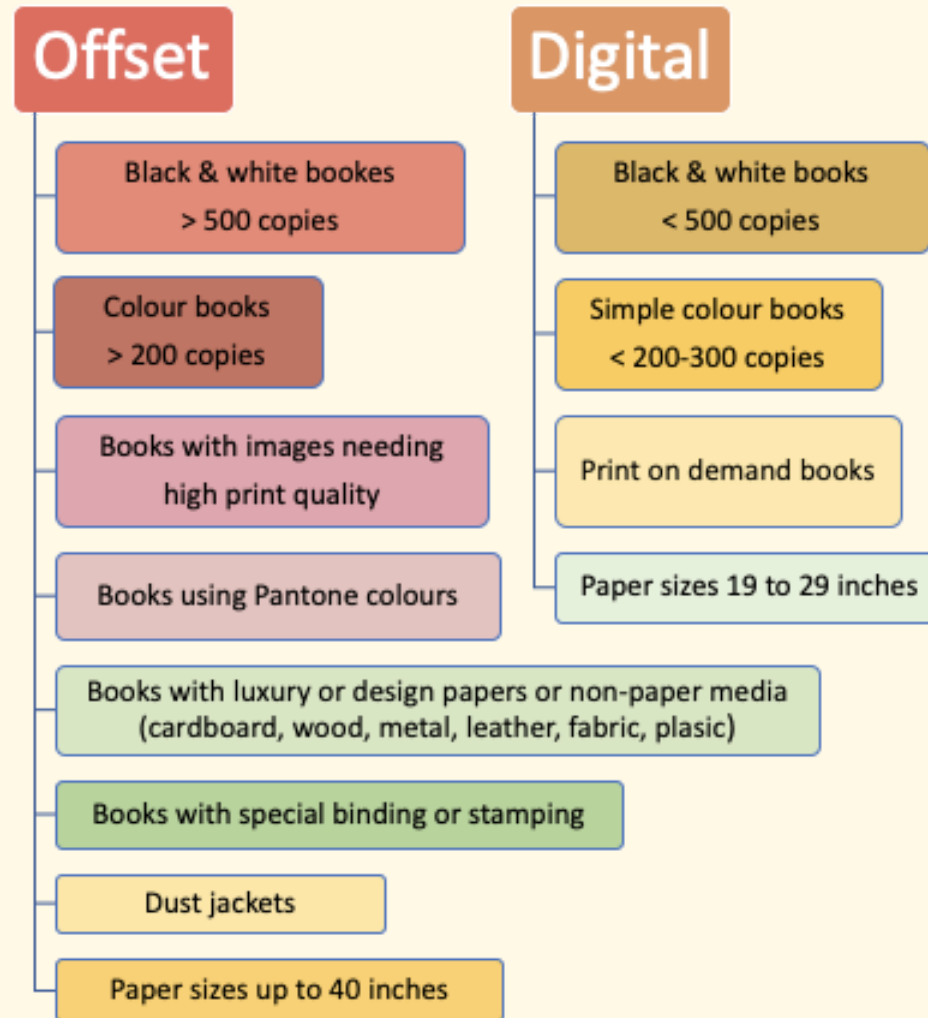
Offset and Digital printing

The difference between digital and offset printing is the way images and text are transferred to paper. The two methods give different results and have a price difference.

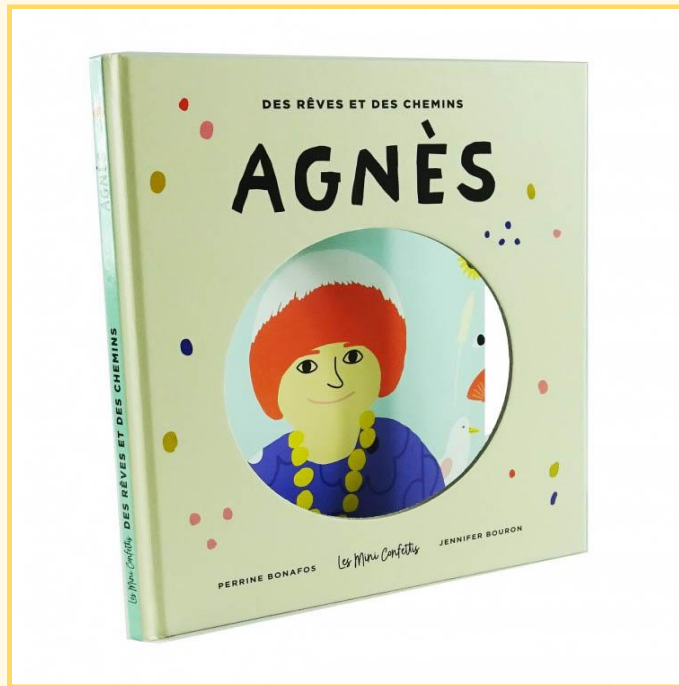
Offset printing uses plates, usually made of aluminum, and rubber cylinders to transfer a combination of the four primary ink colors (cyan, magenta, yellow, black) to the print media. In addition to CMYK, Pantone paints, coatings, and varnishes can also be used.

Digital technology applies the print design directly to the surface to be printed on, with liquid ink or powdered toner. The process is a scaled-up version of the standard home or office inkjet or laserjet printer.

Which type of printing is suitable for your project? Here is a checklist:



Colours



#4+4 #childrensbook #hardback #diecutoff

What does Print 1 + 1, Print 4 + 0, etc. mean?

This signifies how many of the 4 CMYK base colors (cyan, magenta, yellow or black) will be printed on each page. For example, 1 + 1 means printing with 1 base color on the face of the sheet and 1 on the back of the sheet. Logically, 4 + 4 means printing with all the CMYK colors on both the face and the back. 1 + 0 means 1 CMYK color on the face only. And 4 + 0 means all CMYK colors on the face only. Many variants exist, such as 4 + 1 printing, which is most often used in the production of covers.

If you want to print with one colour, but that colour is not one of the four basic CMYK colors, you will be printing with more than 1 color because you will be mixing the base colours to achieve it. Even if your desired color is a shade of 1 of the base colours, you need to print by adding one, usually two, more colours to achieve it.

Predictability and consistency of colors

To achieve a predictable, consistent and accurate color result, every print-house should have a reliable pre-press proofing system (hardware + software). With its help, the client receives a FOGRA certified color proof on paper and validates that the colors are satisfactory and ready for printing or if adjustments need to be made.

More on the topics:

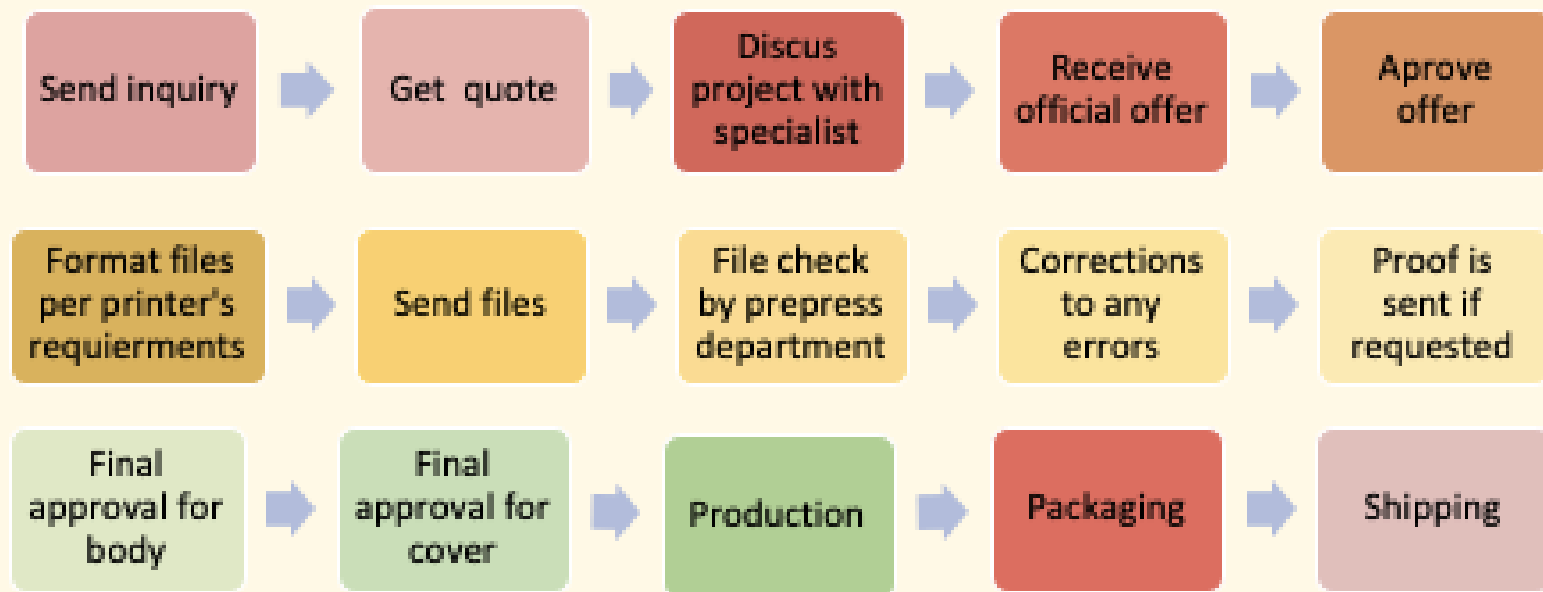
→ Faithful color rendering every time



#cookbook #fullcolour #offsetprinting

Printing Process

The process of printing a book with a serious printing company typically goes as follows:



"I was CEO of RR Donnelley (UK), which at the time was the world's largest printing company. So you might say that I know a bit about printing and binding. We have received my book and are delighted by the service and quality of the printed book."

*Alex Walker, Self-publisher
Pulsio Print Client*

Pulsio Print is a major European printing company with a high-tech print production base in Sofia. We print 10% of the new titles in France and are present in the markets of Great Britain, Germany, Switzerland, Belgium, the USA as well as Bulgaria, and some African countries. We employ over 130 employees - professionals in the various stages of the company's activities. Pulsio Print is a leader in the field of optimizing print processes and received the innovation award of the chamber of commerce in 2019 for its W2P software. It is constantly striving to break new ground on efficiently fulfilling customers' orders with the highest quality for the best possible price.

Print smart and get your ideas moving!

GET A QUOTE

contact@pulsioprint.co.uk

(020) 4571 2572

