

MPG Glossary

Advances: Small quantity of books requested by the customer, as a sample of the bulk delivery.

Bleeds: refers to the portion of an image which extends outside the final trim size. For optimum result, when incorporated into your design, MPG requires a minimum of 5mm bleed along relevant edge(s). ***Should your files include bleeds, it is important to highlight at time of quoting or prior to production as this can impact on price.***

Bulk delivery: is the destination for the majority of product. Unless specified, MPG will use the most economical means of delivery. This may not be the fastest option.

Burst Binding: as per Perfect but includes perforated notching along the spine of folded sections to enhance glue adhesion. Typically used for sheet printed product.

Case: the hardcover applied in Case Binding. There are a number of covering materials that can be employed such as cloth or leather. This is applied over a heavy board (generally 2.4mm) to create the Case. The covering materials can be sourced in a variety of colours and textures. Foil stamping (blocking) can be an option in lieu print.

Case Binding: Incorporates the use of endpapers to bind on a hardcover. This method of binding can be applied to both Perfect bound or Sewn bound sections (Case Perfect or Case Sewn). A cloth material (called 'mull') is glued onto the bound book-block spine in preparation for the hardcover application.

Coatings: are available in an expanding multitude of finishes. Plastic laminates can be sourced in gloss, matt, tough-kote anti scratch matt and soft-touch. Coatings can be sourced as gloss or matt spot UV and textures such as bubble-kote.

Be sure to contact your MPG representative for more information.

Delivery address: the destination of the final product.

To ensure prompt delivery it is important to provide the following information:

Address, contact and phone number, is pallet unload (forklift) or only tailgate or hand-trolley unload available? Can the transport company access the delivery site with any vehicle: B-double, semi, large flat-bed, small flat-bed, van or utility? Are there any restrictions such as pallet type, pallet height, pallet top covering (for file and insurance purposes), waste retrieval (do you want the courier to take away the packaging?) All information provided will assist in prompt delivery and reduce risk of additional cost.

DIFOT: 'Delivery In-Full On-Time' is a measure of the printer's ability to achieve per agreement.

Digital print: data is transferred to a digital printing device which applies the print image to the final medium (e.g. paper) and negates the need for printing plates. Depending on the type of digital press, 'ink' is applied as either a liquid or toner. Liquid ink is applied via micro jets either directly to the paper or as offset dependant on print device. Toner is applied electrostatically directly to paper via positive electrons under the sheet attracting negatively charged ink/toner particles. Either method of printing can be web or sheet dependant on print device. The inks and toners are more expensive than conventional so generally more suited to smaller print run quantities.

Dummy: an unprinted bound mock-up of final product to determine design measurements.
Please discuss with your MPG representative.

Embellishments: enhance the aesthetics of the cover design. Foiling and/or embossing require the making of a special metal dye. In foiling the dye is used to stamp out selected foil material from a roll which is transferred to the cover using heat and pressure to adhere. Embossing use two dyes: one to impress the design into the cover board and the second being a relief placed underneath the cover to enhance the design and avoid damage.

Endpapers: glued to the inside cover and first/last page of text. Generally 140gsm paper, endpapers are required for case binding and can be plain or printed.

Folio: reference to the printed number placed on each page.

Format: defines a particular trim size. E.g. A4 format = 297mm x 210mm.

Four Score: during the binding process, a score line is placed along the front and back cover approximately 7mm in from the spine. Generally used with larger formats, this aids aesthetics of a book when opening the cover repeatedly.

Grain Direction: created during the paper making process, the direction of which paper fibres flow. Paper is initially made into rolls or reels and the grain direction follows the length of the roll.

Once cut into sheets ready for printing:

- Short grain (grain is along shorter edge of sheet) / Long grain (along the longer edge).
- Right grain or Cross grain is referred to for book printing.
- Right grain is where the grain runs from head to foot which allows pages to lay flat when opened.

GSM: the terminology for paper weight (grams per square metre).

Hardproof: a physical proof.

Head & Tail Bands: are the coloured material placed at the top and bottom of case binding to enhance the bound book aesthetics.

Imposition: the layout (plan) of print to suit the printing press, final trim size, page extent, paper type and bind style.

Imprint page: placed within the prelims and generally on the reverse side of the half-title, this contains important information such as CIP data, ISBN, copyright, publication date and details of the publisher and printer.

ISBN: International Standard Book Number

This is a unique 13 digit number that ensures your book can be identified throughout the world. Without this number, it may be difficult for consumers to locate your title. Ideally your ISBN should be printed on the imprint page and Outside Back Cover above the barcode.

Jacket: an additional protective paper cover applied over the case. Generally around 150gsm, there are a variety of papers that can be printed, embellished and coated.

Be sure to contact your MPG representative to provide a template for your designer.

Lamination: a layer of clear plastic applied to a sheet of paper (or other material) for preservation, protection or other purposes. Lamination also refers to the process of applying such a clear plastic layer.

Lead Times: the time it physically takes from file/order receipt to proof, print, bind and delivery of product. Lead times are provided as 'working days' and do not include weekends or holiday periods. Time varies for each type, format, complexity and quantity of product.

Leaf v Page: 'Leaf' refers to a sheet of paper in a book or other publication. **One leaf** contains **two pages**. Page refers to one side of a sheet of paper. Two pages make up a leaf.

Lithographic (conventional) print: based on the premise that oil (ink) and water repels one another, the print image is transferred onto a chemically treated (aluminium) printing plate creating an image and non-image print area. Matching chemistry between the printing plate and printing press allows the printer to apply a thin layer of water to the printing plate's non-image area. The printer then applies a thin film of ink to the printing plate via a series of rubber coated rollers. Because the water coated non-image area repels ink, the ink will only adhere to the image area. The inked image is then offset from the printing plate to a rubber encased cylinder called a 'blanket'. Under immense pressure, the print medium (e.g. paper) travels between this 'blanket' and an impression cylinder. This offsets the image to the paper in readiness for the next process.

Micron: the terminology of paper bulk or thickness (1000 microns = 1 millimetre).

Offset: the term used when a print is created by offsetting (transferring) an image from one cylinder to another within the printing machine. MPG adopt lithographic (conventional) and digital offset.

One-up, Two-up: Descriptive of any activity in which some number of things are done at the exact same time. Printing done one-up, for example, prints one page on one sheet of paper using one plate. Two-up printing would involve printing two pages on the same sheet with the same plate, etc.

Overs/Unders: the quantity of product above or below that ordered. During the manufacturing process (print and bind) a certain number of set-up and waste is required to achieve the final quantity ordered. MPG reviews parameters on a regular basis. However at times circumstances can present an outcome of either overs or unders. As a general rule 5% is an acceptable standard.

Please discuss with your MPG representative.

Page number: reference to actual page within and not necessarily foiled.

Pallet unload: the ability to unload full pallets at delivery address with forklift directly off the truck

Pantone: The brand-name for a popular colour matching system or series of printed colour swatches used to match, specify, identify and display specific colours or coloured ink combinations. Pantone systems are available for both spot colour and process colour.

Paper Archival: non acidic papers more suited for archival usage, less prone to discolour over time.

Paper FSC: Forestry Stewardship Council is a not for profit organisation which promotes responsible management of the world's forests. MPG is accredited through the chain of custody.

Please check with your MPG representative to determine if your product is eligible.

Paper Indent: when the merchant does not hold paper in stock, an indent order may be required and placed with the respective paper mill. Orders have specific minimum requirements and turnaround times can range between 4 weeks for domestic supply to 12 weeks for offshore sourcing until receipt.

Please check availability of paper with your MPG representative.

Paper Mill Pack: where certain types of papers are supplied at a predetermined quantity within merchant packaging. Generally these quantities cannot be split.

Perfect Binding: uses hot glue to adhere the pages within and for cover application.

Perfecting: is the method of printing a sheet of paper both sides in one pass through the press.

PLC: a 'paper laminated case' is another way to create a Case in lieu of using a covering material. Generally 128gsm - 150gsm, there are a variety of papers that can be printed, embellished and coated.
Be sure to contact your MPG representative to provide a template for your designer.

PMS: Pantone Matching System is an international standard of matching specific ink colours to a uniform standard. Using PMS colour swatches, the printer also has access to how the colour is formulated. Please note that if the native colour of the substrate being printed differs from the PMS swatch, the end result will be affected.

Portrait v Landscape: for a Portrait product the longest measurement is the bind edge. Landscape has the shortest measurement as the bind edge. In a supplied measurement, MPG references the first figure as the bind edge. For example, for an indicated 198mm x 129mm measurement, the bind edge will be read as 198mm portrait.

Prelim: the pages preceding the main text of a book which can include half title, imprint, title, forward, contents and introduction. If foiled prelims generally use Roman numerals.

Process Inks: The printing of 'full colour' images utilising a photographic colour separation process in which each of three primary colours - cyan, magenta and yellow, plus black are separated from the original art and given their own printing plate.

Saddle Staple: folded sheets are gathered together in sequence as one inside the other and are stapled through the spine with a wire staple, also referred to as 'Saddle Stitch'.

Schedule: our agreement to deliver product ex MPG on a specified date based on your agreement to provide files/order on a specified date.

Section Sewn: similar to Perfect Binding however the printed sections are sewn together with thread in lieu of using hot melt glue. Generally used for reference books that requires repeated use over extended periods.

Sheet printing: utilises sheets of paper. This method offers a high quality print, a variety of paper and cover boards, a variety of sizes and formats plus mono or multi-colour printing. Illustration and/or text require an additional offline process for folding.

Softproof: an electronic digital proof.

Spine width: the thickness of the spine measurement between front and back cover. Variables that effect this measurement are page extent, paper and binding method.

Be sure to contact your MPG representative to determine a spine width for your cover design.

Stock: a term for any surface to be printed to which ink will adhere. The stock is typically paper but can also be plastics, foil, metal, cloth or any other surface to which printing ink will be applied.

Trim margins: the distance between the final trim and print image. Due to variances in the print and binding process, MPG requires a minimum of 5mm bleed along relevant edge(s).

Trim size: the finished size of the end product.

Trolley unload: requirement for carrier to unload cartons off truck kerbside, or to a close easily accessible position (does not include inside homes, stairs or elevators)

Web printing: utilises rolls (reels) of paper. At MPG this method of printing is utilised for text print offering economy to scale and negating the need for additional offline folding. The paper is fed into the printing press as a continuous roll and printed 2 sides as the paper passes through. Depending on the printing press, once printed the paper is either folded or sheeted in preparation to bind. MPG offer mono or 2 colour offset plus mono digital offset.

Wraparound: should be used to describe case work. Wraparound is the amount of printed material needed to enable the case to be glued to the backing board (Minimum 20mm).