



PRINT DISCLAIMER

1. LARGE SOLID AREAS OF COLOR ARE NOT IDEAL FOR LETTERPRESS. DUE TO THE NATURE OF THE WAY INK IS MANUALLY ADDED, ROLLED ONTO THE THE PLATE, THEN PRESSED, SOLID COLOR IS DIFFICULT TO CONTROL. SOME PIECES MAY HAVE MORE INK DENSITY, AS INK IS MANUALLY ADDED THROUGHOUT THE RUN. WE KEEP AN EYE ON THE INK DENSITY, BUT THERE WILL BE SOME COLOR VARIATION THROUGHOUT THE RUN.

2. SOLID AREAS MAY APPEAR SPECKLED. IN LETTERPRESS PRINTING, LARGE SOLID AREAS MAY APPEAR SPECKLED. THIS LOOK IS MORE APPARENT IN DARKER COLORS VS LIGHTER COLORS, AND MORE ON TEXTURED COTTON STOCK VS SMOOTH COTTON STOCK. THE COMBINATION OF THE INK COLOR AND PAPER (E.G. DARK INK ON TEXTURED COTTON) WILL AFFECT THE BLOTCHINESS OF THE PRINT AS WELL. IN DESIGNS WITH SIZABLE AREA OF INK COVERAGE, IT MAY BE NECESSARY TO PRINT WITH LESS INK DENSITY IN ORDER TO KEEP THE FINE DETAILS CRISP LEAVING MORE SALTINESS TO THE FINAL PRINT. THINK OF IT AS TRYING TO PUT A THIN LAYER OF INK ONTO GLASS; THE INK CAN LAY THICKER IN CERTAIN AREAS VERSUS OTHERS, AND SOMETIMES BEADS JUST A LITTLE WHICH GIVES SOLID AREAS THE SPECKLES.

3. LARGE SOLID AREAS OF IMPRESSION MAY DISTORT THE STOCK. LETTERPRESS INVOLVES A PRINTING METHOD WHERE THE PAPER IS PRESSED AND DEBOSSSED, WHICH PHYSICALLY ALTERS THE THICKNESS OF THE PAPER. WHILE MOST DESIGNS DO NOT DISTORT THE PAPER IN A NEGATIVE WAY, REQUESTS WITH VERY DEEP IMPRESSION OR DESIGNS WITH LARGE AREAS OF IMPRESSION MAY CAUSE PAPER TO BECOME WAVY, CURL OR BEND. THE LARGER THE ARTWORK ON A SHEET OR THE DEEPER THE IMPRESSION, THE LESS LIKELY THAT THE FINAL PRINT WILL LAY FLAT.

4. LARGE SOLID AREAS MAY NOT OFFER DEEP IMPRESSION. IT WASN'T UNTIL THE LAST DECADE THAT DEEP IMPRESSIONS BECAUSE THE PREFERRED AND SOUGHT AFTER FEATURE OF LETTERPRESS PRINTING. LETTERPRESS PRINTING WAS MEANT TO "KISS" THE PAPER WITHOUT LEAVING AN IMPRESSION ON THE PAPER. IT TAKES A GREAT AMOUNT OF PRESSURE TO PRESS THE PAPER AND THE PRESS MAY NOT HAVE ENOUGH PRESSURE TO LEAVE A DEEP IMPRESSION ON LARGE SOLID DESIGNS. THUS, SOLID AREAS OF COLOR DO NOT GENERALLY MAKE USE OF THE IMPRESSION POSSIBLE WITH LETTERPRESS PRINTING. IDEALLY, TEXT, PATTERN AND LINES OFFER EXCELLENT IMPRESSION WHILE SOLID SHAPES (E.G. SQUARE) OR TEXT REVERSING OUT OF SOLID AREAS (E.G. RAISED TEXT INSIDE OF A SOLID COLORED SQUARE) MAY LEAVE LITTLE OR ANY NOTICEABLE IMPRESSION INTO THE PAPER.

5. ART PRINTS AND RETAIL PACKAGES. ART PRINTS AND RETAIL PACKAGES OF CARDS ETC. WILL INCLUDE SOME VARIATIONS OF THE ABOVE AND NOT LIMITED TO SMUDGES, SMALL CRACKS AND DINGED CORNERS.

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