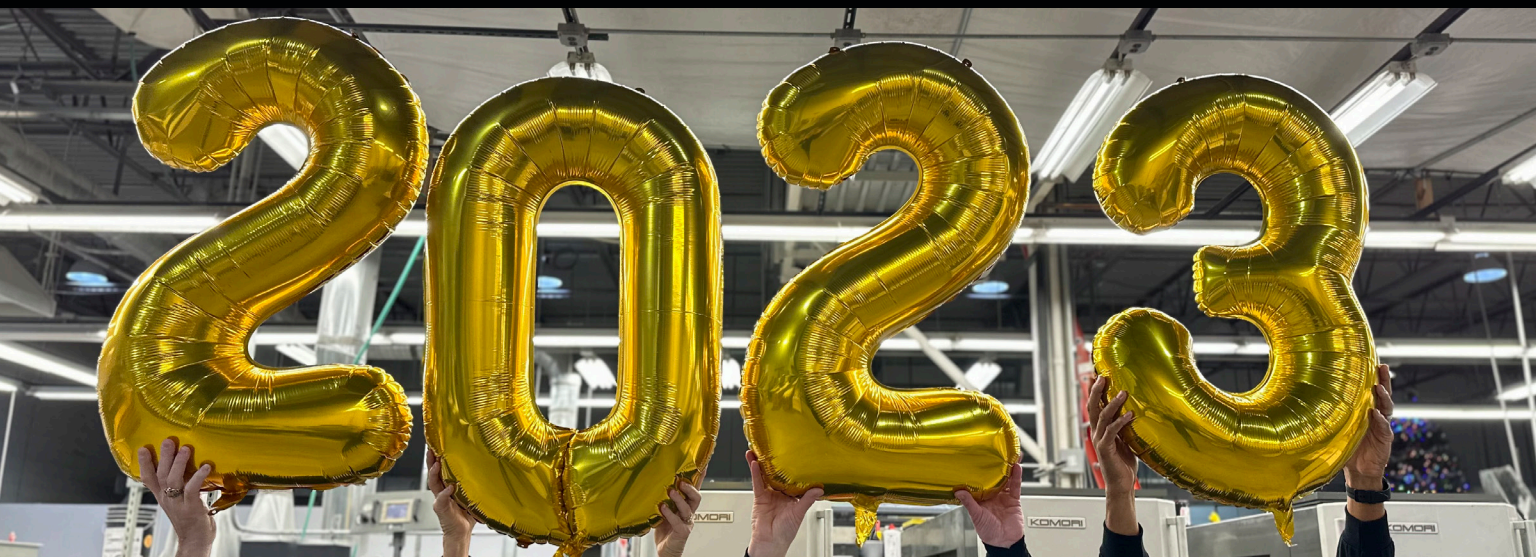


“Great things in business are never done by one person; they’re done by a team of people.” –Steve Jobs



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What's the Difference?

Coated vs Uncoated Papers

In the print world, there are basically two types of paper that are available. A coated sheet will come in a gloss, silk or dull finish. Coated papers have a smooth clay coating applied over a groundwood base paper. The base paper is manufactured first. It is then put through a bath of clay coating or coated while running on a machine that smooths out the coating giving the paper a nice, sharper/cleaner image when printing on an offset press. An uncoated sheet is just that. It's basically the same manufacturing process minus the addition of the clay coating

to harden the surface. Basic copy paper is an uncoated sheet. Offset printing on an uncoated sheet will make your image look duller or muted. Many creatives/designers will opt for this printing surface as it will give the final printed piece a "softer" feel. There is also paper that is coated only on one side making the sheet, coated and uncoated, better known as a C1S sheet. In this issue we have chosen to use 10pt C1S. It's just a matter of preference. There's not a right or wrong way to go. Contact your ULitho account executive for samples of each so you can decide what will work best for your next project.



[Coated side]



Partners. Expertise. Teamwork. Solutions.

Happy New Year! As we all start our journey into 2023, I just wanted to say **Thank You** for your support of ULitho this past year. We had a strong 2022 and that is due to everyone digging in and getting back to what we all do best. Collaborating with you to promote your business or organization is what we do at ULitho. We are here to support your efforts in any way we can.

Teamwork is the focus of this issue of *U In Print*. We take pride in the efforts of our staff at ULitho and that extends to your team members as well. It takes all of us working together to achieve our goals. Please know that we understand our role in that process and will do whatever it takes to make your printing/mailling project both efficient and effective.

Let’s create something special together.

Blaine

Blaine Aldrich
University Lithographers, Inc.

PRODUCTION NOTE!

This issue of U In Print was printed on a coated and uncoated sheet know as a C1S (Coated one side). We’re using 10pt Tango C1S cover from Millcraft Paper. When folded, this shows you the difference on how a coated sheet and an uncoated sheet differ even when reproducing the same image. If you have any questions about the production of this issue or any other questions, your ULitho account representative would love to assist you in any way they can.

Find the Michigan Winter Terms

J K M D D Q L J K S C J D S M
S V F M I T T E N S F W X N G
P H F I R E P L A C E O Y O N
S L O E Z O I T Y C O N H W I
V K W V S C O L D B O S G Y T
W B I N E B P S B S R S A C A
I L U I P L W X C B T P T O K
C I U M N J I H G F T I N M S
I Z T A V G O N I B J Y T M E
C Z T Q F O I R G Y Z O C U C
L A L A L D D U C S T R O T I
E R V D D A U P G E N Y Y E C
W D A E P B L O N G J O H N S
W Y L X W I N T E R Z H W Z R
S S E T A L O C O H C T O H C

Did you know...

Typefaces/fonts were originally created by hand and often named after the printer who created them? A great example is French printer **Claude Garamonde**, his font is still in use today.

Words:

BLIZZARD	MITTENS
COLD	NOSCHOOLDAYS
COZY	SHOVELINGSNOW
DRIFTS	SKIING
FIREPLACE	SLEDDING
HOTCHOCOLATE	SNOW
ICESKATING	SNOWYCOMMUTE
ICICLE	WINTER
LONGJOHNS	