

# Shape UP!

Cuts, creases, special inks and more;  
how to add pizzazz to your print



Often lost in the discussion on how print can deliver your messages and drive targets to your desired action is how interesting and involving you can make it. And that's certainly a worthwhile goal. The average person is exposed to no fewer than 1.85 million messages per year. That's about 5,000 each and every day – of which they'll notice roughly 50 and remember only four!

An appealing headline and eye-catching graphic design will certainly help your mailer, brochure or other printed piece stand out. But so will the many "tricks of the trade" developed over the years to enhance engagement. Here are just a few attention-seeking tips:

**Glow up, already!** Add an element of intrigue with fluorescent inks that glow in the dark to reveal a message or image. The more ink you specify, the brighter the luminescence. The less fluorescent ink you apply, the more subtle the radiance.

**Shape up with die cuts.** Add an unusual shape to your printed materials. Whether selling homes, cars or cupcakes, die cuts can create pieces in the form of your subject to attract attention and underscore your specialty.

**Scratch off an appealing scent.** Consider how a scented ink or coating might highlight your message. Call attention to your beach vacation packages or promote a Mother's Day floral arrangement with a scratch off that suggests a sea breeze or rosy bouquet.

**Take a shine to it.** Pearlescent and metallic pigments applied to your printed pieces as coatings or overprints can add sparkle or sheen to your project. Foil stamping is another way to add a touch of luster – and class – to an invitation.

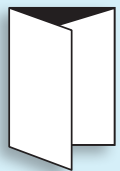
**Go the lenticular angle.** Specify lenticular printing to produce an illusion of depth or make an image change as it's viewed from different angles. With it, you might demonstrate a before-and-after example of your service, such as showing a collision-damaged car in one view, and the same vehicle freshly repaired in another.

**See what pops up.** Revealed to the viewer when unfolding a piece, pop-out images can add impact to a mailer or brochure and dramatize a product. Selling custom homes in a new development? How about a pop-up of a completed house, showcasing the beauty of a new model and how quickly one might be completed.

**Start with the right finish.** Specify a spot varnish in a gloss, satin or dull finish to set apart one image or area from another. Enhance the tactile experience of your printed piece with soft-surface, sandpaper or textured coating. Another option? Embossing for a three-dimensional impression that enables readers to feel the design. ■

## Know when – and how – to fold 'em.

These are but a few of the many types of folds to better present, organize and reveal your message – to say nothing of ensuring your piece fits in a right-sized envelope or folder.



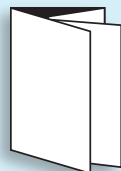
Letter Fold  
(C Fold)



Accordion  
Fold  
(Z Fold)



Single Fold



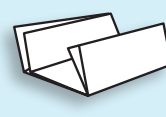
Double  
Parallel Fold  
(V Fold)



Engineering  
Fold



Cross Fold  
(French Fold)



Baronial  
Fold



Gate Fold