

Lulu Paper

THE TYPE OF PRINTING YOU CHOOSE IS AS IMPORTANT AS THE DESIGN ITSELF. EACH TYPE OF PRINTING BRINGS A UNIQUE FEEL TO YOUR PIECE, WHICH IS WHY WE HOPE OUR GUIDE HELPS YOU IN YOUR DECISION!



Digital • Includes all processes that use digital imaging (laser and inkjet) to create printed pieces. It doesn't use film. Limitations include color and paper choices, but it is the least expensive option and can really be beautiful!

Offset Lithography • The most common printing process today – the workhorse! It offsets ink from metal plates to a rubber blanket to the paper. Almost every commercial printer does offset printing- think hi-end magazines, posters, and coffee table books. These can be web or sheet-fed, and is also known as "flat printing".

Engraving • Think fine stationery. Engraving produces the sharpest image of any stationery printing. The image feels indented (if you run your fingers over the back side of the sheet). Most law firms still use engraving for their business materials.

Thermography • Raised printing, less expensive than engraving. Uses a special powder that's adhered to the ink. It is mainly used for stationery products and is becoming a popular choice for wedding invitations. The product is slightly shiny and raised to the touch. It is a bit less expensive than letterpress.

Letterpress • The original process founded by Gutenberg in 1440. "Relief" printing- like rubber stamps, images on the plate are higher than the surface, which impresses into the paper when it prints to create indentation. This is probably the most popular and hi-end choice for stationery today. We have a great local printer that we work with on these.

Silkscreen • a.k.a. silk-screening. Ink is forced through a screen following a stencil pattern. Used mainly for t-shirts, fine art prints, and large format printing such as billboards. This can give a very unique, vintage poster feel to invitations. This is one of our personal favorites and one which will always be done by us in-house.

