

Craftsmanship and attention to detail...

Extra Little Touches That Make a Big Difference

The devil is in the details, as the old saying goes. Count on Copresco to call your attention to possible upgrades that can take your project from good to great...and avoid potential disasters.

Paper Quality

Paper may be the single most important component of a printed piece. At Copresco, we are happy to suggest improvements in paper choice that can make a huge difference in the final appearance of your project.

Opacity & Weight

Almost everything we produce is printed on both sides. Often we are asked to use a heavier than needed paper to prevent show-through, when in fact a better choice may be a more opaque paper.

Adding opacity instead of weight improves appearance and helps keep shipping and mailing costs under control.

On the other hand, very thin books may benefit from a heavier stock, adding substance and durability.

Paper and Color

In the case of color printing, gloss coated papers are often specified by default but aren't always the best choice. A silk or satin finish may produce a more modern look for promotional pieces.

On the other hand, a highly calendared uncoated book paper may save money and weight while rendering more accurate color reproduction.

Score!

Scoring is a simple process that you may never notice, but you'll certainly notice its absence.

Scoring weakens the fibers in paper prior to folding, making for a cleaner, smoother fold. The heavier the paper stock the more likely it is to crack when folded. Scoring overcomes this problem.



Covers being scored at Copresco in preparation for binding.

Scoring is most frequently used on covers to assure smooth, attractive opening and closing.

Laminating

Copresco's FeatherTouch laminate garners oohs and aahs for the striking look and feel it adds to book covers, but another important reason to laminate is protection. Ordinary gloss or matte laminate adds a barrier to covers that resists scuffs, tears, dirt, and moisture.

Laminating is great for enhancing appearance, but durability and longevity are important for even ordinary-looking booklets and manuals.

Copresco will let you know when laminating should be added to a project.

Glued vs Stapled

Which is better, adhesive perfect binding or saddle stapling? As a general rule, soft-cover adhesive binding with a spine creates a higher quality appearance, whereas saddle stitching is often presumed to be cheaper.

You might be surprised that Copresco can often perfect bind without added cost. Which bind is best? Let us know about the final use of your product so we can suggest the best bind for the job.

Laying Flat

Workbooks, manuals, and reference guides may need to lay flat, in which case a wire loop or plastic coil binding may be your best option.

But when is this the case, and which bind style to choose? Once again, share your publication's intended use with us so we can recommend options.

In The Gutter

Page layouts may look perfect on screen, but your monitor doesn't show gutters, the term for that portion of the page that may be obscured by binding.

Type or images too close to the spine may disappear into the bind, or have holes punched through them in the case of spiral or ring binding.

Shingles

Saddle stapling books with lots of pages, on the other hand, result in shingling, meaning center pages are pushed closer to the face of the booklet and risk type being trimmed off. Copresco accounts for this when imposing your pages for print.

Looking Trim

An often-overlooked difference between a homemade book and a professionally manufactured one is the final trim. Copresco includes edge trimming (either three-sided or face trimming) whenever needed to produce a clean, finished-looking piece.

In Conclusion

If you are checking prices, be sure you are comparing apples to apples. Copresco may have included materials and processes you haven't thought of but are essential to a pleasing and useful finished product.

We spell out these things in our written estimates. It is Copresco's goal to help you achieve a delightful result every time.

So when you need books, manuals, or publications, call the company that delivers faster than anyone else but doesn't sacrifice quality. Call Copresco.

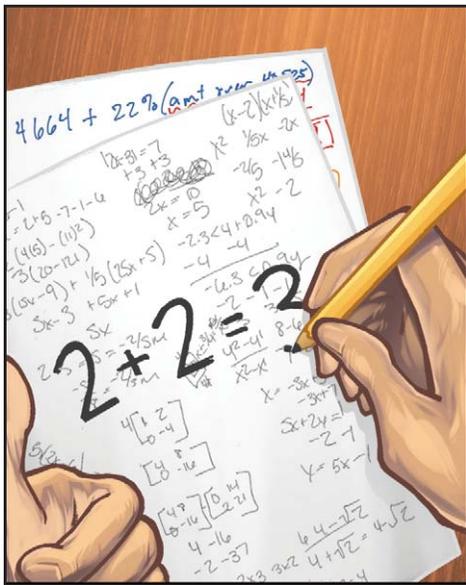


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Address Correction Requested

Tax preparation time is when citizens



put two and two together and get three.



Q: Why don't sharks ever attack lawyers?

A: Professional courtesy.



Paddy, Sean and Shamus were walking home and took a shortcut through the graveyard. "Look here!" called Paddy. "It's Michael O'Grady's grave. He lived to the ripe old age of 87." "That's nothing," countered Sean. "Here's Patrick O'Toole—it says he was 95." Then Shamus yelled from the edge of the graveyard, "Here's a fella that died when he was 145!" "Who?!" they both exclaimed. Shamus looked closer and replied, "Miles from Dublin."



Did you know that March is National Procrastination Week?

I've been shopping for a new house, and I'm not sure I trust my real estate agent. She said, "Any closet is a walk-in closet—if you try hard enough."



I have no luck. I took my kids to the Children's Zoo, but it was already overstocked.



Thanks to inflation, it now takes twice as much money to get out of paying taxes.



Spring is upon us, and my wife thinks it's a good time to get in shape. The only



way she could get me to do sit-ups was to put the TV remote between my toes.



I changed my mind. I was going to tell my boss what I thought of him, but I was afraid the truth might set me free.

"Dear," said the wife, "what would you do if I died?" "Why, honey, I would be extremely upset," the husband replied. "Why would you ask such a question?" "Would you remarry?" the wife persisted. "No, of course not, dear," said the husband nervously. "Why? Don't you like being married?" said the wife. "Huh? Why yes of course!" Her eyes narrowed. "Then why wouldn't you remarry?" "Alright, alright," squirmed the husband, "I'd remarry." "You would?" said the wife, looking hurt. "Would you sleep with her in our bed?" "Well yes, I suppose I would." "Really," said the wife icily. "And would you take down the pictures of me and replace them with pictures of her?" "Yes, I think that would be the correct thing to do." "Is that so?" huffed the wife, leaping to her feet. "And I supposed you'd let her play with my golf clubs, too." "You never have to worry about that, dear," he answered, "because she's left-handed."





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