



# HOWARD PRINTING NEWSLETTER

## FOLDER KNOW-HOW

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**P**RESENTATION FOLDERS (OFTEN CALLED "POCKET FOLDERS") provide an efficient method of organizing loose sales materials or informational literature. The impact of catalog sheets, price lists, reprints, proposals and letters of introduction is greatly enhanced when presented in a convenient and organized manner. Presentation folders evoke a reader's maximum attention and help ensure the retention of materials. Additionally, they project a professional image for you and your products or services.

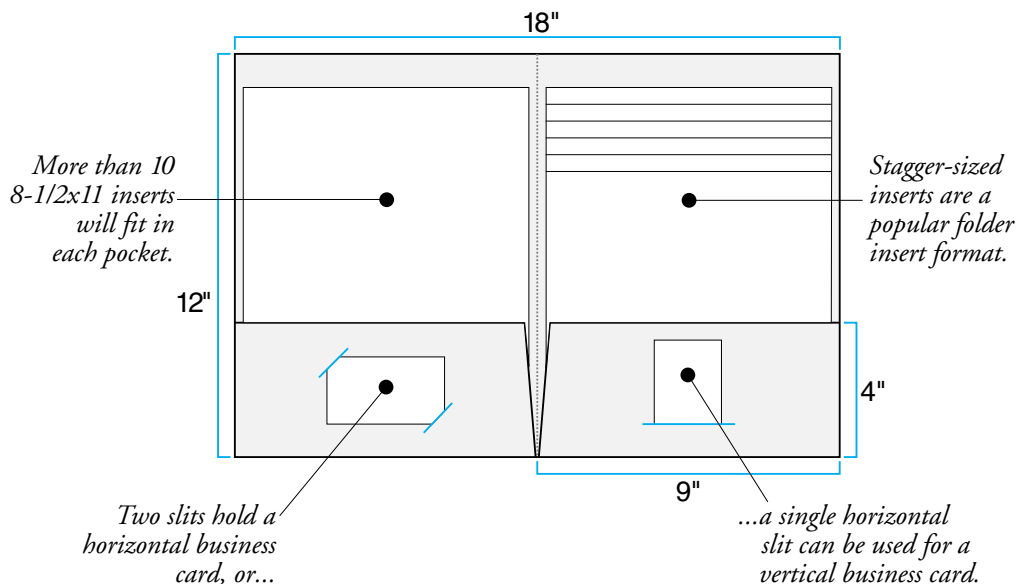
Howard Printing has been producing custom presentation folders for many years. Our large-format presses allow us to print folders up to 38 inches in width and 17 inches in height. Foil stamping, blind embossing, and combinations of foil-plus-embossing can be added to a printed folder. Our supporting bindery equipment fully automates the folder finishing processes of die-cutting, scoring, folding, and gluing.

This newsletter can help you design presentation folders to fit your unique need. A basic U.S. business presentation folder holds 8-1/2x11-inch inserts and has two 4-inch pockets. Slits in one pocket hold a horizontal or vertical business card.

Alterations to a basic business folder's design can include adding another set of slits to accommodate a second business card, deleting a pocket, and adding print to the inside panel that has no pocket. The illustration below shows typical folder features and dimensions.

Design deviations after that result in a "custom" folder. With custom presentation folder orders, a cutting die is made to your exact specifications for a unique overall size, pocket height, spine depth and pocket bottom width. Other custom design options include die-cut windows in the front cover, irregularly shaped inside pockets, and self-tabbing extensions to create folders destined for filing cabinets.

During the many years that we have been manufacturing presentation folders, we have developed a large and interesting inventory of in-stock cutting dies that are available for client use. Schematics on some of these dies are shown inside this newsletter. Selecting one of these dies for your folder order would save you money, because you would not incur any die-making charges. ■



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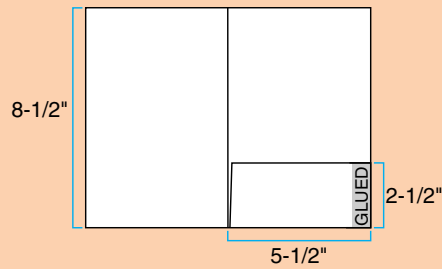


**PRODUCTION  
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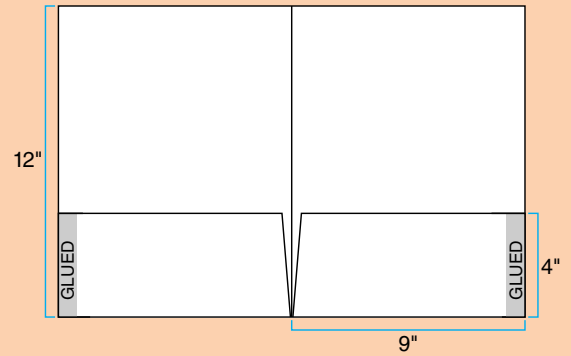
This newsletter  
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Man Roland lithographic  
four-color press  
using process inks and  
Sappi Lustro Offset Enamel  
Gloss Cover Basis 80.



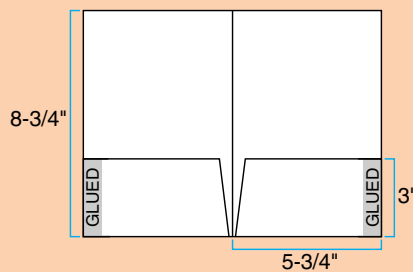
©2000 Howard Printing



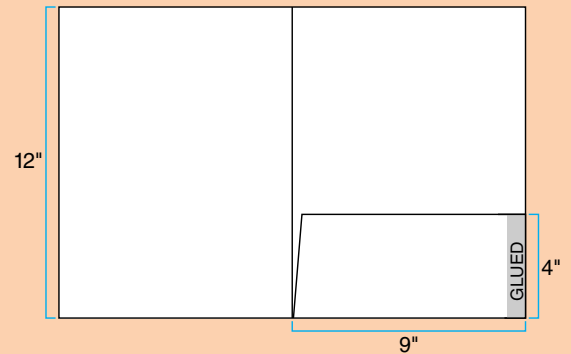
5-1/2x8-1/2 w/one 2-1/2-inch pocket



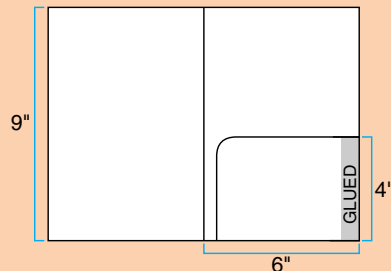
9x12 w/two 4-inch pockets



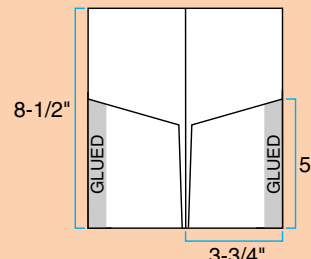
5-3/4x8-3/4 w/two 3-inch pockets



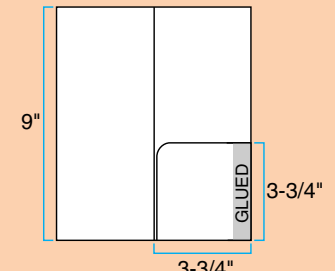
9x12 w/one 4-inch pocket



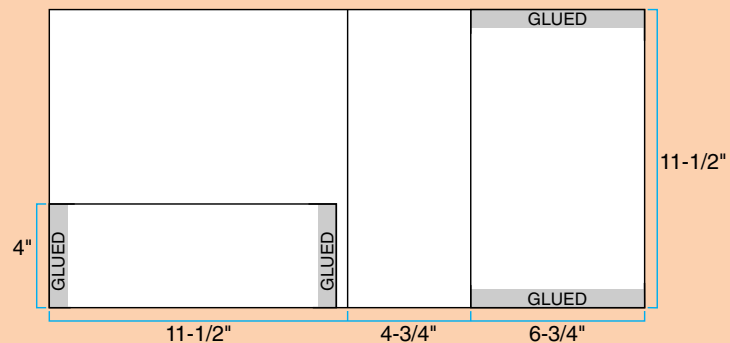
6x9 w/one 4-inch rounded pocket



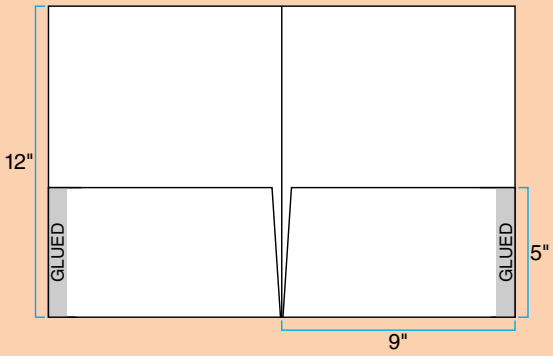
3-3/4x8-1/2 w/two 20° angled pockets



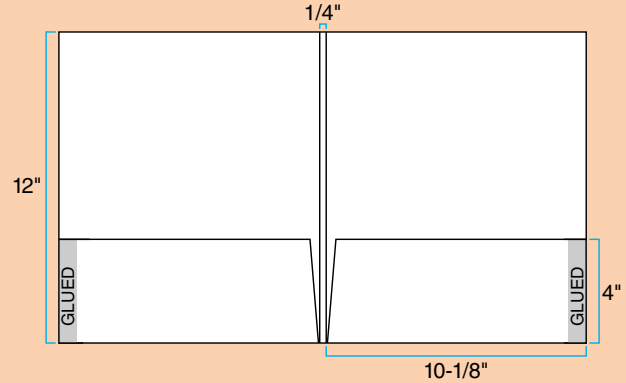
3-3/4x9 w/one 3-3/4-inch rounded pocket



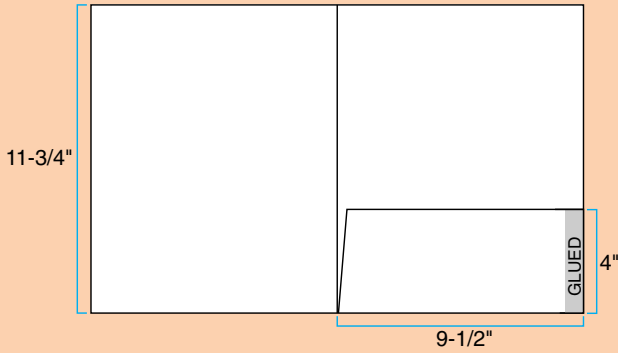
11-1/2x11-1/2 w/one 4-inch horizontal pocket and one 6-3/4-inch vertical pocket



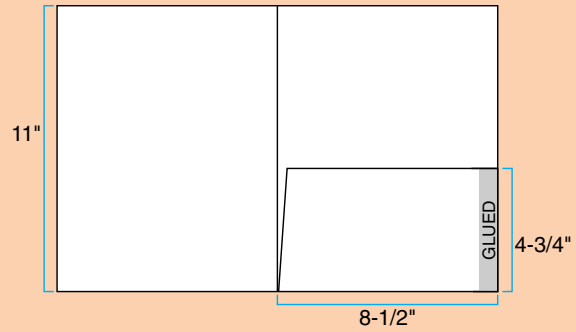
9x12 w/two 5-inch pockets



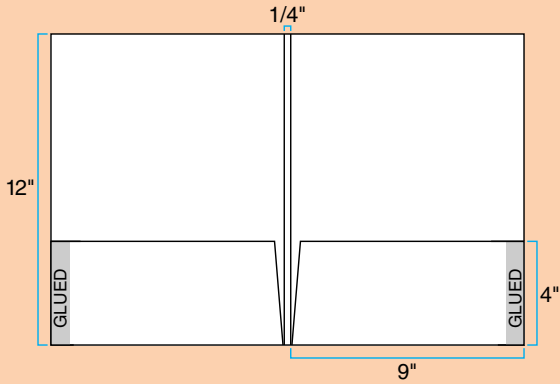
10-1/8x12 w/two 4-inch pockets and a 1/4-inch expandable spine



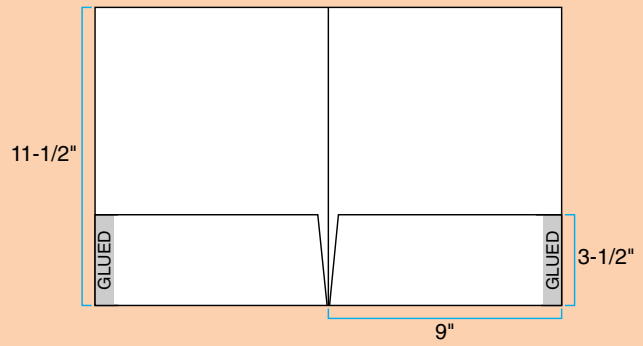
9-1/2x11-3/4 w/one 4-inch pocket



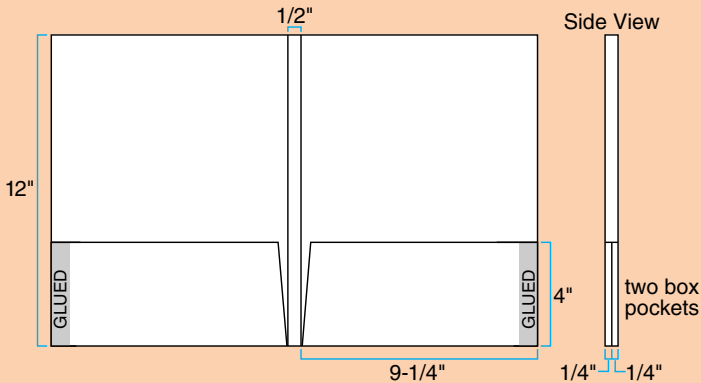
8-1/2x11 w/one 4-3/4-inch pocket



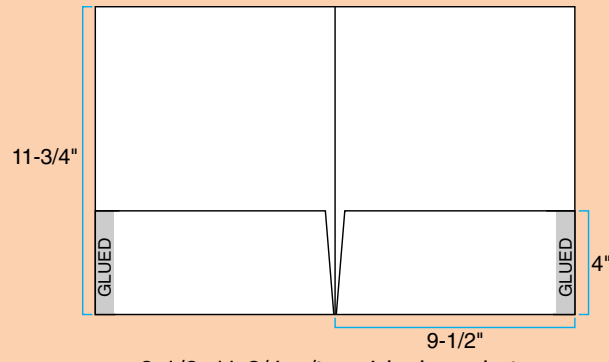
9x12 w/two 4-inch pockets and a 1/4-inch expandable spine



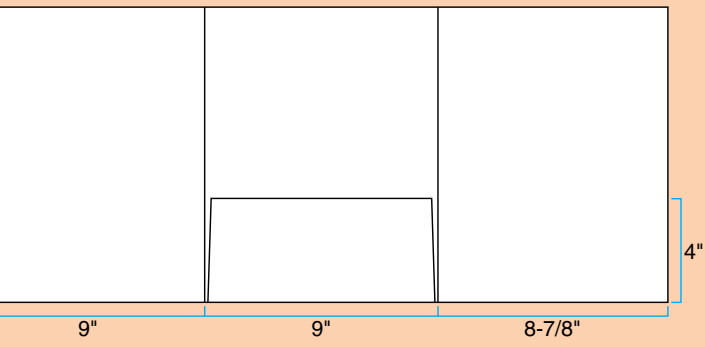
9x11-1/2 w/two 3-1/2-inch pockets



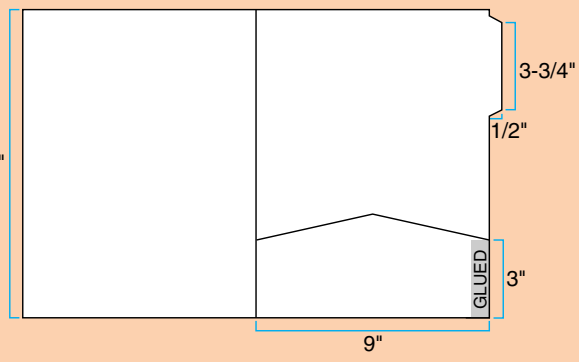
9-1/4x12 w/two 4-inch box pockets and a 1/2-inch box spine



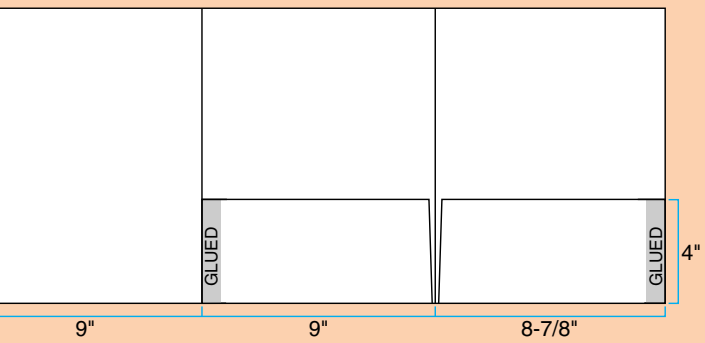
9-1/2x11-3/4 w/two 4-inch pockets



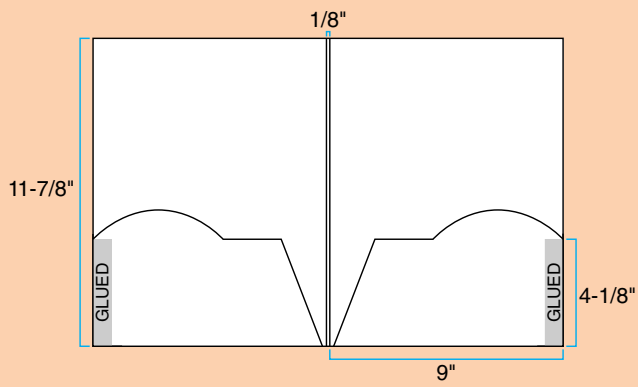
9x11-3/8 w/one 4-inch pocket



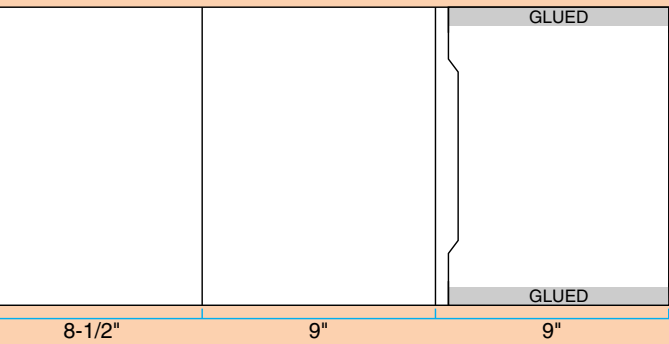
9x11-3/4 w/peaked pocket & tab extension



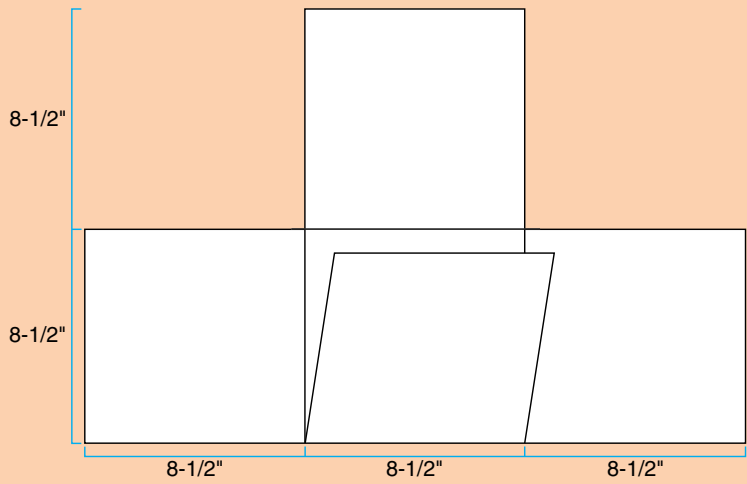
9x11-3/8 w/two 4-inch pockets



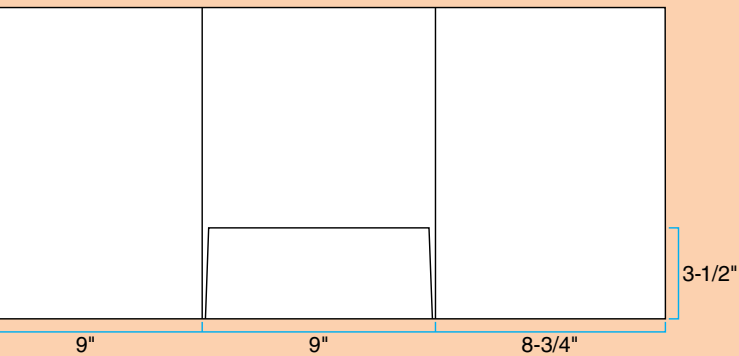
9x11-7/8 w/two custom pockets and a 1/8-inch expandable spine



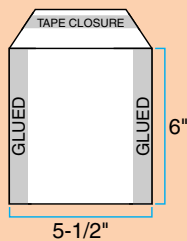
9x11-1/2 w/one vertical notch pocket



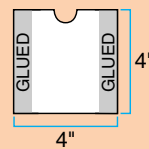
8-1/2-inch square, 4-panel folder



9x12 w/one 3-1/2-inch pocket



CD/floppy disk envelope



Open-end floppy disk envelope

# PAPER SELECTION

PAPER SELECTION IS AN IMPORTANT ELEMENT IN THE DEVELOPMENT OF A presentation folder. The color, weight and tactile properties of paper can support and enhance your printed message. Paper can project a sophisticated or contemporary image when it has a high-gloss finish. It can characterize your presentation as warm and caring when soft colors and textured finishes are selected. It can also match your business stationery to create a completely coordinated look.

Here are paper basics:

## Coating

Printing papers can be broadly divided into two categories — coated and uncoated. Coated sheets include gloss, dull, matte and cast-coated. With the exception of one or two very expensive specialty sheets, coated paper colors are limited to white and a few creams. This is because coated papers were generally developed for four-color process printing, which is most effective on white paper.

Coating imparts a smooth and controlled surface that improves printing detail and ink hold-out. Paper can be coated on one or both sides. Coated-one-side (C1S) gloss cover is a common choice for presentation folders that print on only one side of the sheet. Uncoated insides also help prevent inserts from sliding about in the pockets.

## Color

Psychological studies indicate that color can be a significant and persuasive tool for businesses. Don't overlook this important element in folder design. Uncoated papers offer more color selection than coated sheets. Many print buyers select colors that coordinate with their corporate image colors, existing stationery items, or accompanying insert materials. Light colored papers can be printed in a broad range of ink colors. Dark paper colors may require foil stamping for readability.

## Weight

Cover-weight papers should be used for presentation folders. Cover weights are significantly heavier than text weights and will maintain folder stability and endurance. Coated-two-side (C2S) and uncoated papers are designated by weight. Coated-one-side board stocks are sold by thickness, which is measured in points.

Paper weights and thicknesses range from 60 to 120# or 8 to 16 pts. We recommend folders be produced with a minimum weight of 80# cover for uncoated sheets or 100# cover for C2S sheets.

A minimum thickness of 10 pts. should be used for folders using C1S sheets.

## Finish

Finish refers to a paper's surface properties. With coated papers, finish most often means gloss, dull, matte or cast coatings. Makers of coated papers will occasionally offer sheets that are embossed, for a pebbled or patterned surface.

Uncoated papers offer the most variety in surface properties — where finish and texture often become interrelated terms. Common uncoated sheet finishes include linen, laid, antique, fibered, felt, eggshell, and smooth.

## Ordering Samples

Howard Printing can provide paper swatch books for folder planning purposes.

Call 329-0022 or 800-968-4726 to request paper samples, folder samples, or new design mock-ups. ■



# WHY SO MANY FOLDER SHAPES AND SIZES?

Because each organization has its own presentation style!

Is the amount of information you have to present limited? Document-sized folders are perfect in this case, and can be mailed in your company's existing #10 business envelope. Document folders give your presentation a professional look even when the volume of information is low.

Do you have a large amount of diversified literature to organize? You might consider three panels and two or more pockets for an orderly presentation of your information. Expandable or double-scored spine and "box" pockets can accommodate numerous and bulky inserts.

Want to turn your presentation into a permanent file or quick reference piece? Self-indexing "tabbed" folders can be designed to fit in a filing cabinet, prominently displaying your company's name or product category in the drawer.

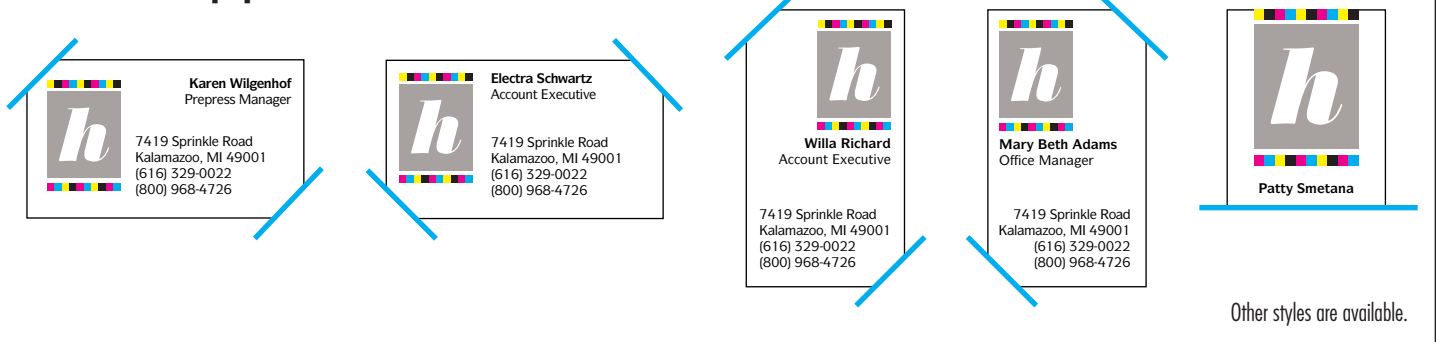
Do you have a mix of printed and electronic presentation materials? Create a folder that contains a pocket to hold a CD or floppy disk.

Do you burn your own CDs? Create a corporate CD envelope, insert it in your presentation folder, and forget about bulky jewel cases.

Would you like to personalize material for client presentations? Die-cut windows allow materials inserted in the first pocket to place your client's name in a highly visible position.

Do you want to inform your readers progressively — taking them through the sales development process step-by-step? Stagger-sized inserts with headlines or categories allow the reader to absorb your materials in a logical progression or to single out the most interesting pieces at a glance. ■

## The five most popular business card slits.



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