

Unleash the Power of Specialty Folds

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www.neenahpaper.com





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Webinar Objectives

- We're going to find out **what makes a fold cross over** from standard to specialty status
- We're going to discuss **when to use** a specialty fold
- We're going to learn a bit about **budgeting** for specialty
- We're going to **consider paper** and its role in specialized folding solutions
- We're going to see some of the **most amazing specialty folds** on the planet

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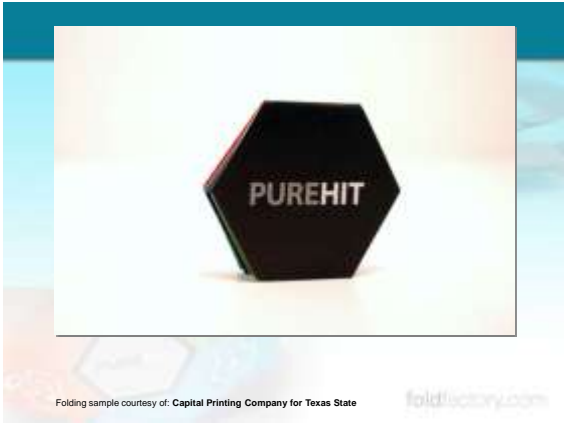








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Decisions: Paper

- **Color, texture, weight, finish**, all contribute to the experience of the recipient, and can make a printed piece stand out
- Weight is important — **too heavy** can mean rigid and bulky, and **too light** can seem cheap and flimsy
- For DM, paper can help the recipient **interact with the piece** with a smartly-placed die cut, a coupon, a pull-tab, a sticker
- **Watch postal regulations** — if mailing, make a paper dummy and assemble, then take to the Post Office to weigh. Colored sheets should have enough contrast. Work with your USPS MDA or mailhouse to be sure your mailing panel meets postal requirements.

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Decisions: Paper

Understanding grain direction and folding

- A fold **with the grain** offers good dimensional stability
- A fold **against the grain** has greater potential for expansion/contraction, does not lay as flat as a fold made with the grain, and can cause cracking
- If you must fold against the grain, **scoring can help**
- In many cases specialty folds utilize multi-directional folding and/or hand finishing—both will require scoring.

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Decisions: Paper

Caliper

- Three variables in paper making: weight, caliper (or thickness) and smoothness
- Mills can only control two out of the three
- **Point** (pt.) - the caliper and stiffness of the sheet are guaranteed
- **Weight** (lbs) - mills concentrate on weight and smoothness

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Decisions: Paper

Caliper



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Decisions: Paper

Caliper



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Decisions: Paper

Caliper and weight don't correspond

- 8 pt. sheet can weigh between 68 lbs and 85 lbs cover
- 80 lbs cover sheet can vary in thickness between 7 pt. to 13 pt.
- USPS minimum requirements call for specific pt.

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Decisions: Folding Style

How do you choose the right folding style?

- Is the content **text-heavy**, and must the content be **read in a particular order**, or is the content structured as image-heavy with shorter "nuggets" of information?
- Is the piece going to be **mailed or inserted** into an envelope?
- Who is your **audience**?
- What's your **budget**?
- What **feels right**?

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Decisions: Placement of Marketing Message

Order of information changes with the folding style
Make a mock-up and pass it around to be sure your marketing message is being communicated properly



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What is specialty?

From Standard to Specialty

When does a fold cross into "difficult" or specialty?

- **Miniature folding:** one dimension smaller than 2 in.
- **Oversized folding:** a fold longer than 30 in.
- Accordions more than 6 folds, Rolls with more than 5 panels, Gate folds with a gap wider than 2 inches or no gap at all
- Folds on the diagonal, **odd shapes** like circles and triangles, multi-directional die-cut folding, stepped folds
- Extremely lightweight/delicate papers
- **Proprietary** or unusual folding styles

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Considering Proprietary Solutions

What is a proprietary solution with regard to printed materials?

Proprietary solutions are generally **patented designs** and technologies that are "owned" by a print/marketing service provider. This category of printed material offers some of the most innovative and eye-catching options on the market today.

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Sample Proprietary Solutions



Z-CARD® Pocketmedia®
zcardna.com



PopOut®
popoutproducts.com

The Flapper®
structuralgraphics.com



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“Fold big or go home”







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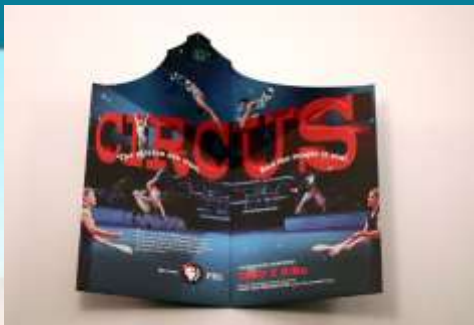
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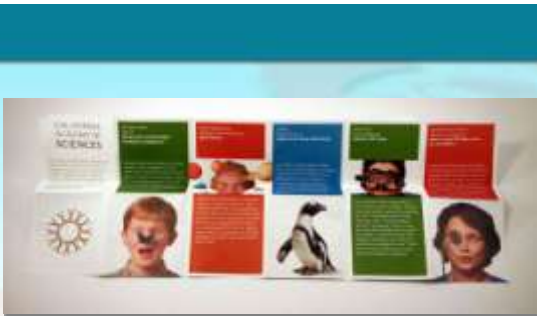
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Resources

For more folding ideas and information:
foldfactory.com
 Create a free foldfactory account to start receiving
 the 60-second Super-cool Fold of the Week

Social media:
 Follow me on Twitter: @foldingfanatic
 YouTube channel: YouTube/foldfactory
 Like us on Facebook: foldfactory

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Q&A Session

Please submit your questions
 to our speaker using the "chat" box on your
 console.



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