

10

High Impact Folding Tricks

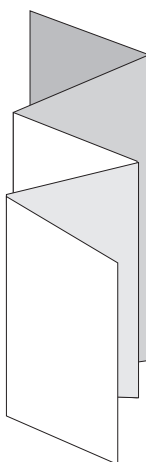
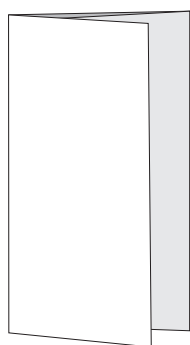
The secret to getting “wow-factor” on any budget

1. Simple Guillotine Trims

Guillotine trims can give the effect of a die without the price tag. It's amazing what a simple short trim on a cover or fold-in panel can do to even the most

basic of folding styles.

And guillotine trims don't have to be straight. Add an angled trim to a cover, or even better, along the top of an accordion fold for a waterfall effect.



Wanna cut corners? I have a great sample in my collection—it's a 4-panel accordion, and the upper right and

lower left corners are cut at angles. It makes a neat shape when flat and folded, and it really worked with their design concept.

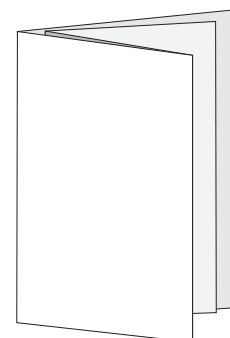
2. Directional and Format Changes

We get so used to looking at the same few formats every day that sometimes we forget that we can change these formats in even the simplest of ways to make them feel and look entirely different. If you don't believe me, then take your usual 4 x 9 tri-fold and make it 9 x 4 and see what that does to your layout and your mind. Now, take some of your other favorite basic folds and make them longer, shorter, wider, or rotated 90 degrees. In most cases, it's the same fold to your printer, it's just your art and panel orientation that changes.

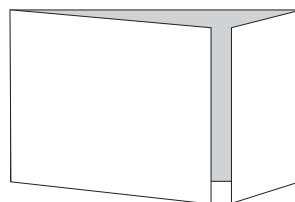
The most critical issue to keep in mind when changing formats is to truly understand the end use of your product. Sometimes a brochure is specified in a certain size and format for usability issues, or to fit into a literature rack, or for mailing purposes. Maybe it has to fit into a custom envelope, folder or binder. Be sure to do your research and get the green light before changing the format of a product.

3. Asymmetry

The key to getting attention is to do something unexpected. Asymmetry is a fun way to get a viewer's interest. I have a really cool sample of a double-parallel fold that is folded in such a way that it creates a stepped effect along one side. The manner in which it was folded (two parallel folds) doesn't change, just the size of the sheet and placement of the folds. What is most exciting about this idea is that “stepped” folding styles can be complex specialty folds, but this folding trick achieves the look of a stepped folding style without the price tag.

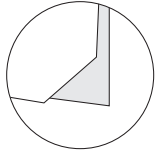
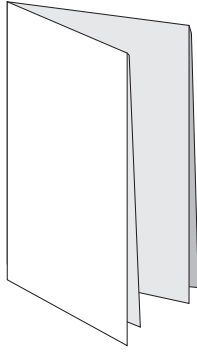


Asymmetry also works with gate folds, among others. On a standard gate, push the break between the panels to off center. Interesting! On a closed gate, make the two leftmost panels shorter, and the rightmost panels longer to create a short cover and a step on the right edge.



4. Broadside Folds

A folding style can take on a totally different personality when it's in a broadside format. The broadside option doubles the total area for a spacious, poster-style interior, yet it folds down very neatly into a tailored package. Take it a step



**angled
corner trim**

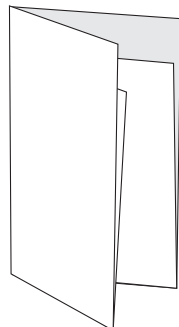
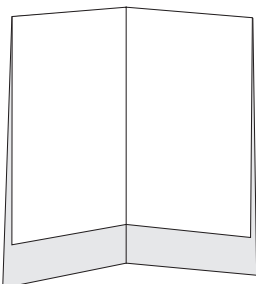
further using one of my favorite tricks: trim the corner at an angle for a graphic teaser—it looks like a die cut, but it's actually just an angled trim! Cheap and impactful.

6. Short Folds

Short folds are broadside folds that do not meet at a flush edge. They're shortened by whatever length you want, and you get a nice "banner" effect along the bottom of the piece (on the inside or outside). Usually, short folds are designed to lift up, but a fun trick is to design the short fold to pull down instead—it's called an inverted short fold. If that's not enough, turn the inverted short fold into a "pocket" to hold a sell sheet or smaller brochure. The "pocket" technique creates a nice little package without the extra cost of a die or glue.

One note of caution: this concept gives the effect of a pocket, without the security of a real, glued pocket folder. It's great for light marketing pieces, but if you really need the strength and durability of a folder, you should get a folder.

Short Fold

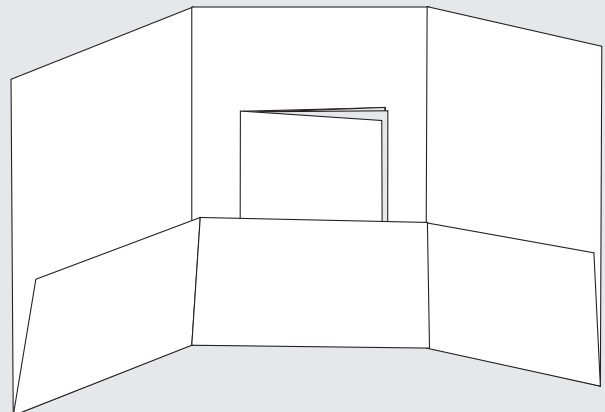
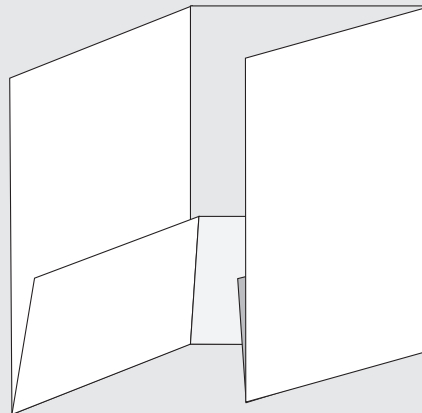


Inverted Short Fold

5. Visual Tricks

This is a fun one — folding offers interesting ways to reveal information, and sometimes the way to create impact with a folded piece when you're on a budget is to do so with a snazzy visual trick. One sample I have that I've always enjoyed is an old Verizon piece and it's got a short panel and on that short panel is a phone on a cradle, and when you lift the panel, the phone is off the cradle, and "in your hand" (the face of the phone is printed on the underside of the short panel), and the image revealed by the panel is an empty cradle. So, utilizing a basic short trim and interesting imagery, you can also amuse and captivate the recipient.

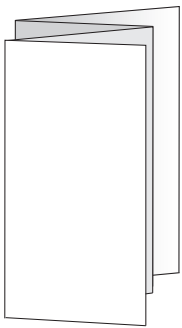
Glueless pocket example



7. Die Cuts

Everybody loves a die cut. Although not usually in the “cheap tricks” category, some of the simpler forms of die-cutting can happen inline during the print finishing process. Sometimes a simple slit and tuck or rounded corner can make things interesting. Tip: Ask your printers about their die inventory—you may be able to save money by utilizing a pre-enjoyed die.

8. Extended Panels



The opposite of a short trim is an extended panel. In comparison, a short trim interacts with the content on the panel beneath it, whereas an extended panel is usually an extension of the back cover. An extended panel can create a fun graphic teaser, or a tab for information or branding.

Long panels work well for accordion folds and double parallel folds in particular, due to the fact that they have open trailing edges, as opposed to roll folds, tri-folds and gate folds whose panels tuck into themselves.

9. Interaction

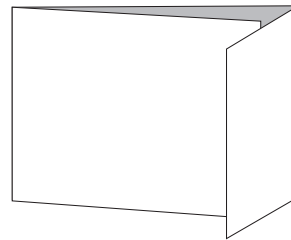
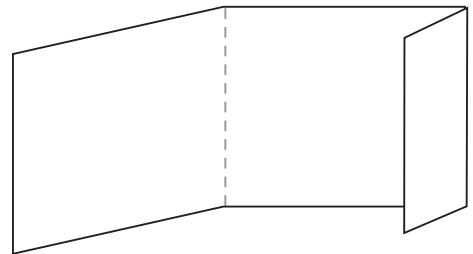
If you can get the viewer to interact with your printed piece, that's a major win. Whether it's through an interesting opening order and reveal, or a little die-cut window that they have to open, or a sticker they have to place, think about creating an experience that pulls the viewer in and gets them involved. It's a proven technique that gets results, and it doesn't have to break the bank.

10. Short Panels

Short panels, or flaps, are used fairly commonly in brochures for Business Reply Cards, however there are many other creative opportunities for panels that are drastically shorter than their companion panels.

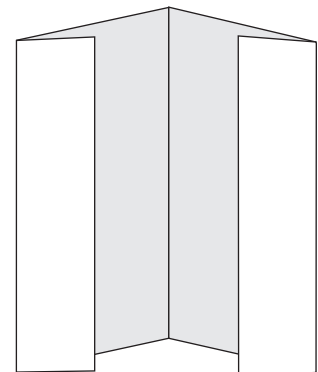
For example, a tri-fold where the fold-in panel is designed as a short panel can be a coupon, a call-out testimonial, or a fun way to use a visual trick (see tip number 5). Change the folding order so that the fold-in panel is actually on top of the cover and it becomes a closing mechanism.

Short panel folds to inside



Short panel folds to outside

Try shortening the fold-in panels of a gate fold to create a wide channel in the middle and two columns on either side. This trick makes for a more difficult production process, so proceed with caution, but the creative possibilities are endless.



For folding templates, ideas and inspiration, visit foldfactory.com. Join the foldfactory community (it's free!) to start receiving the “60-second Super-cool Fold of the Week”

Scoring & Folding Do's and Don'ts

An Expanded Resource to Compliment The Standard 4: Scoring & Folding

Do's



1. Talk to your printer.

- Talk to your printer during initial planning phase, not just at the production phase
- Your printer can suggest ways to refine costs and methods for getting the most out of your budget. They can also steer you away from what you cannot afford.
- Some things that seem like small issues can turn what seems like a standard project into a far more difficult or possibly hand-folded one. For example:
 - ✓ 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, or extremely heavy papers

2. Create a folding dummy.

- Don't describe the fold – show it.
- Your folded mock-up will get folded and unfolded several times throughout the print production departments. Make a folding sequence dummy (see page 9 of The Standard 4: Scoring & Folding), and no one will misunderstand your intent.
- The printer cannot always tell what folding style you are intending by looking at your file. A four panel folded piece could be an accordion, a roll fold, a gate fold, or a double parallel fold.

3. Choose a fold that suits your story.

- Ask yourself how the fold you're thinking of using can help tell a story or support the flow or purpose of the content. The folding style should be part of the overall design concept.
- Just because you find a folding style you like, it doesn't mean you should use it on your next project. Every folding style has a particular user experience and depending upon the message that must be communicated, and the audience you are targeting, the fold must appropriately follow suit.
- Consider amount of information in the piece. For example, if you have a running story that must be read in a particular order, a roll fold may not be the right choice, since the panels roll out and can cause confusion as to where to go to continue reading.
- Fancy folding isn't always the best solution. Fancy can sometimes equal confusing or distracting. Sometimes a dynamic design on a very simple folding style is the most effective way to communicate your message.



4. Ask about the quantity.

- Almost any folding style, no matter how difficult, can be automated if the quantity is high enough. If you work in very high quantities, you may be surprised at the exotic solutions you could be using. With enough lead time, a specialty bindery can usually make it happen.

- Small quantities can also make the cost of hand-folding a non-issue.
- Small mistakes can equal big money on large press runs.
- Quantity is especially critical for Direct Mail.



Format should always be in the front of your mind for letter-sized mailing specifications. If you're mailing a small quantity, you may be willing to absorb the extra cost for non-machinable letter surcharge for a square piece (or any piece outside of aspect ratio)– but those numbers really add up as quantities increase.

5. Consider the delivery method.

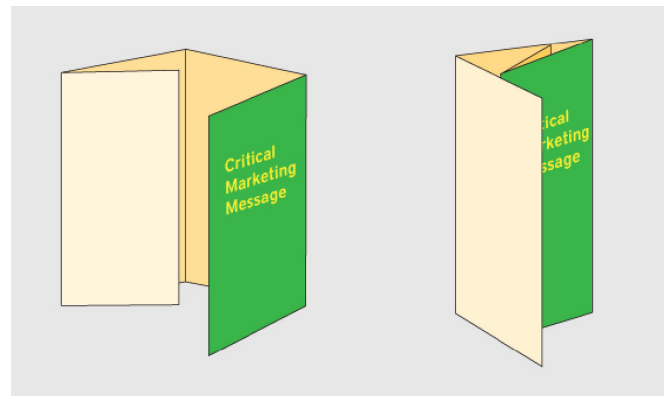
- Sometimes a format change that seems like a refreshing update to you becomes a royal pain to someone else. What if that newly-redesigned odd-sized application packet no longer fits in the standard manila file folders at the office where they're ultimately filed? Did you know it was also supposed to fit in the custom literature rack in the front office? Do your research to be sure that the change you're making doesn't mess up something down the line.
- Certain folding styles better lend themselves to self-mailing or auto-inserting than others. For example, accordions aren't great for either process, because you have two open edges and a lot of expansion, but a wrapped accordion works well for both.



6. Think about order of information.

- Each folding style has a natural viewing order, so placement of your critical marketing message can be overlooked if you don't test the experience on others. In the illustration below, the critical marketing message is on the inside right panel for both folds, but since most people "unroll" a roll fold immediately, the message may be lost. Whereas on the gate fold, the message will be read.

- Print your layout and mock it up and pass it around to be sure people are experiencing the piece in the order it was intended, and that they are getting the marketing message.



7. Print it out and fold it down.

- Folding is dimensional, but we design a folded piece as a flat layout. It can be hard to tell if the layout will look right or read correctly when it's folded down.
- For example, when laid out flat, the left fold-in panel of a gate fold is actually on the right, and the right fold-in panel is on the left.
- Also, if it folds incorrectly when you fold it, the same will happen for your printer. Don't leave it up to someone else to fix, and don't tell yourself you'll go back and fix fold placement later. Get it right from the start to avoid mistakes at the print production process.
- Repeat the mock-up process to be sure no fold marks or guides shifted in the process.

8. Give your client a real folded sample.

- Clients get used to what they see on a screen, and often they can't visualize how it will actually look and feel until they experience it as a folded sample. Avoid the awkward "surprise" moment and send them a mock up.
- There is also a lot of confusion over folding terminology and names of folding styles, so your client may think they're asking for one thing, but in the end they're getting something else.

9. Look carefully at folded printer proofs.

- Proofs are hand folded, but your proof should fold correctly. Don't assume it will be adjusted/fixed/folded more accurately when it's printed.
- Communicate any issues, concerns or questions before signing off, and make sure your printer understands that you want your color breaks to align exactly at the fold, or that you want the gap on your gate fold as tight as can be. Don't leave any decision to someone else.
- Don't sign off until you're happy.

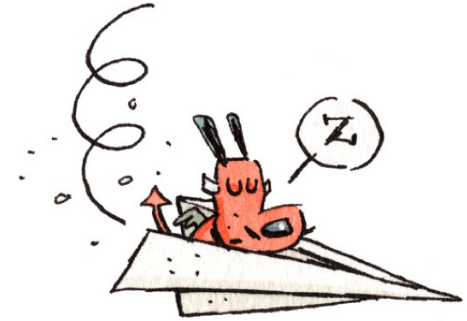


10. Use a template (or ask for one)

- Be proactive when designing for folded materials. If you do not know how to set up your file correctly, be honest about it and either:
 - ✓ Ask your printer for a template file, or;
 - ✓ Use a professional-quality folding template
- Foldfactory.com offers a software plug-in called FOLDRite Template Master that offers unlimited fast, accurate custom folding templates through Adobe InDesign, and they also offer single template downloads online. Visit foldfactory.com for more information.

Get a FREE Folding Template

Courtesy of Sappi Fine Paper, sign up for a [foldfactory](http://foldfactory.com) account (it's free) and enter the code **sappiv4** at registration to receive one point, good for one free custom template download in one of 85 folding styles, including roll folds, accordions, gate folds, and more.



Don'ts

1. Don't sell the concept before you do your homework.

- No one likes to be sold something they can't afford. Make sure that the folding style and format you're pitching is within their budget requirements from not only a production standpoint, but also from a mailing perspective, if that's the intent.
- The compromise is never as good as the original in the client's eyes.
- Don't waste time going down a road that is not a possibility. Creativity is great, but do some research before you commit to a direction if it's something you've never done before.

2. Don't fold on auto-pilot.

- Break out of your folding rut! Even low budget projects can be modified to make them a bit more interesting.
- Sometimes just a change in orientation – portrait to landscape – can make things seem fresh.
- Short trims on covers are just a guillotine cut.
- The key is – don't get lazy. It may be faster to produce a tri-fold, since you've done it so many times, but there are many budget-conscious folds that are also good choices, like double parallels, rolls, accordions, and even gate folds can be economical if your printer has the proper equipment.



3. Don't ignore postal regulations.

- With the postal service, close isn't good enough and the stakes are very high.
- Get a Letter Size Mail Dimensional Standards Template from the USPS and pay close attention to aspect ratio, address orientation, and fold placement. These three critical elements can make the difference between postal optimization rates, and a .20 per piece non-machinable letter surcharge.
- Address orientation must ALWAYS be parallel to the longest dimension
- On a mailing panel, if folds are vertical, a vertical fold MUST be at the lead edge, and if horizontal, fold should be below the address.
- See pages 10-11 for more information.

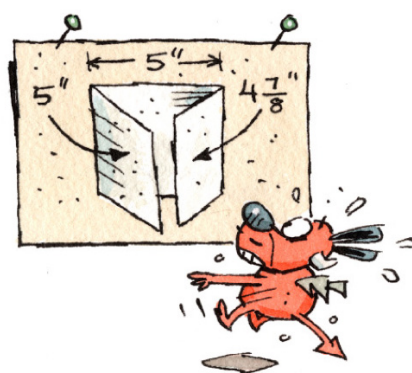
4. Don't forget to ask for a paper dummy.

- Ask for a folded paper dummy in the actual stock you plan to use.
- Put everything together and weigh it if the piece is going to mail. Don't guess.
- Some folding styles require a more rigid sheet – the wrong choice can make a great fold and design into a literal “flop”
- Paper contributes to the tactile experience of print, so be sure you're choosing the right sheet. Ask your printer for guidance if you're unsure what sheet would give you the best result.



5. Don't forget to check fold placement.

- Fold placement in many cases does not align page to page.
- Panel placement can also be confusing when laid out flat – where the cover and back cover falls, etc.
- Make a quick mock-up to see where panels and folds should be.
- If you are unsure of how to properly place your folds from page to page, ask your printer or use a professional-quality folding template.



6. Don't forget about folding compensation.

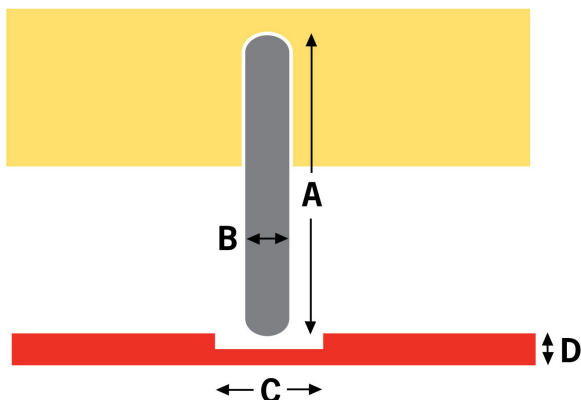
- Paper is dimensional. For one panel to fold into another, the panel that folds in must be slightly shorter to accommodate for the dimensionality of the sheet, and for subtle process variation in the mechanical folding process.
- The critical mathematical adjustment to the panels of your folded piece must be made in the digital document, or margins and color breaks will shift noticeably.
- If you are unsure of how to properly place your folds from page to page, ask your printer or use a professional-quality folding template.



7. Don't rule out scoring.

- We score for many reasons:
 - ✓ We score folds against the grain
 - ✓ We score across heavy ink coverage to prevent cracking
 - ✓ We score to assist with hand folding
 - ✓ We score for critical fold placement and color breaks at the folds
 - ✓ We score heavier weight sheets
- General rule is to score 100# text and above, however, there can be reasons to score lighter weight sheets.
- The “ridge” created by the score is always to the inside of the fold. So, for an accordion fold, the scores must alternate direction due to the zig-zag nature of the folds.

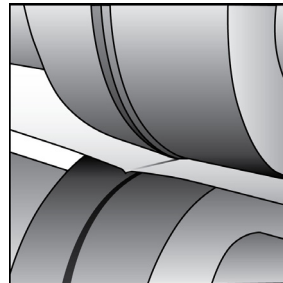
The Four Variables of Scoring



- A: Rule Height
- B: Rule Width
- C: Female Die Width
- D: Counter Height

- There are many ways to score:

- ✓ **Litho score (press score)** – Press scores allow the application of a score inline while the job is on press. Metal rules with adhesive backing are applied to the impression cylinder on the press. The scoring rule creases the sheet as it passes underneath.
- ✓ **Heat Score** – A litho scoring technique requiring the use of special offset presses that can hold heat. This process can apply up to 350 degrees of heat to a copper die that can score, stamp or emboss inline during the printing process. Heat scoring is especially effective on heavier coated stocks, but is not good for dry uncoated stocks due to the fact that the heat removes moisture from the sheet.
- ✓ **Rotary Score** – This process utilizes a special wheel attachment for folding machinery, and the wheel with pressure applied rolls as the sheet passes underneath prior to folding and creates the crease inline during the finishing process.



- ✓ **Letterpress Score** – Letterpress scoring is the highest quality and the most expensive. It is an offline process in which a steel rule is formed into the desired shape and set within a piece of wood that is locked onto a metal frame. The frame is clamped to a letterpress machine that forces the paper between the steel rule and the impression of the press.
- ✓ **Wet Score** – This type of scoring is specifically for an uncoated sheet. A special water attachment on the folding machine applies a thin, straight stream of solution where the paper must fold. With dampness on the fold, the paper can't help but to create a perfectly clean fold.
- ✓ **Impact Score** – A technique used primarily for digital print, a knife quickly hits the sheet as it passes underneath

8. Don't expect the printer to read your mind.

- The printer cannot always tell what folding style you are intending by looking at your file. A four panel folded piece could be an accordion, a roll fold, a gate fold, or a double parallel fold.
- Don't expect your printer to make design decisions for you – they've been burned by that in the past.
- Don't assume the printer knows that you want a very close gap on your gate fold, or that your color breaks should land at the folds.

9. Don't make assumptions about production.

- Not all postpress operations are separate or offline procedures.
- Technology has changed and many printers are investing in new finishing technologies that can enable inline, efficient pricing.
- Don't assume something is out of your budget or cut a corner to save a few bucks without asking your printer first. They may have an economical solution for you that allows you to get everything you want within your budget.

10. Don't submit a file to the printer without indicating where the folds are.

- Measure and place fold guides on the page and put fold marks in the slug area and LOCK THEM.
- Always build your file to trim size – the finished size of your piece including folding compensation – and pull bleeds past the document edge.
- Don't float your design on a larger page with crop marks – send one, two page file (if it's a two-sided piece), not to separate files.

foldfactory.com

Templates / Inspiration / Resources / Community

Foldfactory offers the industry's only dynamic custom folding templates in 85 folding styles.

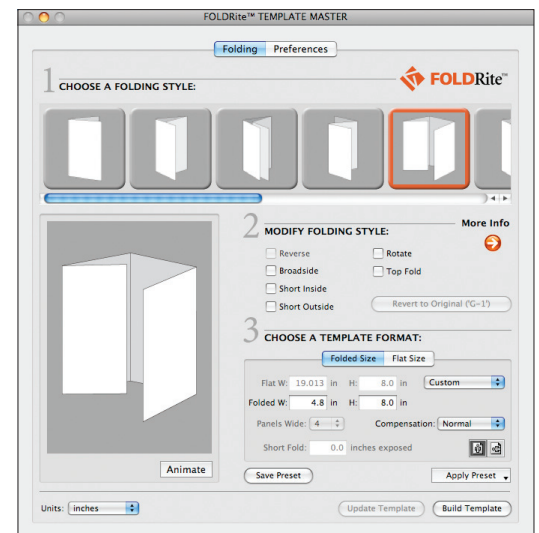
Want a tri-fold? You can have one if you really want it, but you can also have a **production-perfect 6-panel vertical roll fold template** instead. Focus on designing – and leave the math to us.

Build unlimited templates with our InDesign plug-in or use our online pay-as-you-go service.

foldfactory.com/plugin

Need some inspiration for your next project (or just have a little time to burn)? Check out foldfactory's video library. Foldfactory offers hundreds of short videos of real folding samples – from basic to exotic, direct mail, specialty, proprietary – you'll see great solutions for any budget. Don't believe us? Then click on the twist fold, the iron cross or the stepped accordion and prepare to be impressed. **Create a free foldfactory account** and start receiving the "60-second Super-cool FOLD of the WEEK." It's fold-tastic.

foldfactory.com/ideas



foldfactory.com

**FOLDED
INSPIRATION**

the design competition

There are great folding ideas hidden in dark sample closets and portfolios all over the world. Set them free.

Foldfactory.com is searching the globe in a first-of-its-kind competition to reward the best uses of folded paper and design for print. Entrants will compete for prizes throughout the competition, and in the end, there will be a book of the "best of the best" ideas for folded materials. We're looking

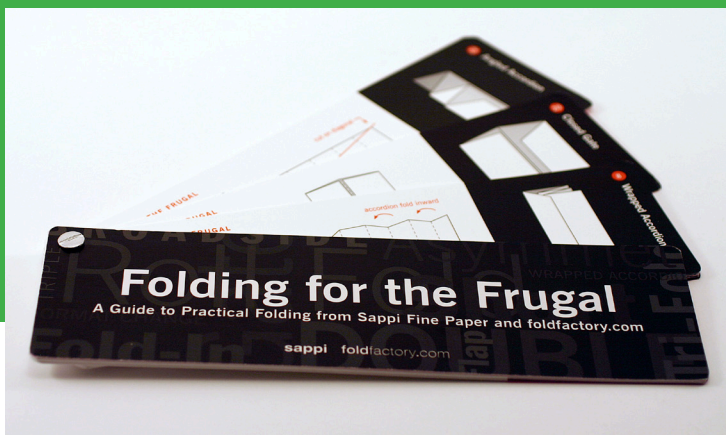
for big and small ideas – and there's no limit to age of entry. Good folding and design is good folding and design, so dig up something from the past and enter now. Design something new and enter later. A portion of the proceeds goes to graphic arts education programs and the balance will fund the expansion of the foldfactory resource and services. For rules, categories, and to enter:

foldfactory.com/contest

60 great folding ideas

1

handy fanbook



“The Fold Picker”

from foldfactory.com and Sappi Fine Paper

Brilliantly compact, this new folding idea fanbook promises to breathe new life into your print projects. The 2-sided publication offers **30 low-to moderate-budget “frugal” folding options** in one direction, and with a simple flip, offers **30 high-budget “fabulous” folding splurges** in the other direction. All of the folding styles featured in the picker have coordinating videos posted on foldfactory.com. Coming soon: Templates! Produced by foldfactory.com and Sappi Fine Paper. Format: 10" x 3" screw and post bound, 72 pages. **Price: \$29.99**

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