



## NEENAH® 100% COTTON PAPERS PRODUCTION TIPS

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**NEENAH® 100% Cotton Papers** are easy to print on when following these simple tips. It is recommended to pretest all printing procedures prior to press time to ensure the desired results are achieved. Sample sheets are available through authorized Neenah merchants or by contacting our sample department at 800-994-5993.

**Storage/Handling:** Papers need to acclimate to pressroom conditions at least 24 hours before opening. Pressroom humidity should be in a range of 40-55% at 70-75°F. Once open, rewrap unused product.

**Prepress:** As a general rule, imagery should be adjusted in prepress to compensate for the additional 5-15% tone value increase that will occur. The precise amount of undercolor removal is image-specific. Total area coverage should not exceed 320%.

**Offset Lithography:** When offset printing on NEENAH® 100% Cotton Papers, push the color to increase density to compensate for dry-back. Anticipate a dry-back of 7-9 density points. UV inks are acceptable. Discuss with your printer the range of caliper (thickness of paper) that their press will comfortably handle when you are finalizing your paper weight selection.

**Varnish:** Low solvent (0-5%) varnish can be used as a surface protector; it will not alter nor enhance the appearance of NEENAH® 100% Cotton Papers. Your ink supplier is the best resource.

**Aqueous Coating:** Aqueous coating can be used as a surface protector; it will not alter nor enhance the appearance of the paper. Most printers will only use aqueous coating on heavier weight stocks and only with a special formulation for uncoated papers to avoid possible paper curl. Pretesting is necessary. Your ink supplier is the best resource.

**Letterpress Printing:** NEENAH® 100% Cotton Letterpress paper is a unique paper made especially for letterpress printing. The soft and luxurious surface of this 100% cotton paper is perfect for the subtle impressions made by letterpress. To ensure that your letterpress project meets your expectations, we offer the following recommendations.

**Artwork:** Large solid areas are not the optimum artwork for impressions. However, today more artists and craftsmen appreciate the look created by a somewhat less than perfect solid lay of ink. For large solid areas it may be necessary to print with less ink density in the solid areas to maintain fine details in your artwork. To get the most out of your letterpress design, artwork consisting of linework, text, and/or patterns is ideal.

**Recommended line with:** At least .25 point (or .003").

**Recommended type size:** No smaller than 6 point. If reversing the type, we recommend no smaller than 12 point.



## NEENAH® 100% COTTON PAPERS PRODUCTION TIPS (Continued)

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**Printing:** Letterpress printing traditionally uses 1 or 2 spot colors, ideally printing colors at 100%. Fine screens are not recommended, so if you'd like to incorporate a lighter hue, it's best to use a second lighter ink color instead. But the use of extremely large and exaggerated screens may be considered as a "graphic" enhancement to the page.

**Impressions:** A word of caution on any paper medium, large areas of heavy impression can cause the paper to bubble or curl. The more artwork impression area on a press sheet, the less likely it is that the final printed piece will lie completely flat.

**Digital Printing:** NEENAH® 100% Cotton Letterpress 90lb. and 110lb. Cover with our Universal Digital Finish is compatible with all digital presses.

**Thermography:** No special considerations are needed.

**Embossing:** NEENAH® 100% Cotton Papers emboss and deboss beautifully on all weights.

**Engraving:** Engraving inks need no special treatment. Best results come from a female plate of .064 gauge copper and handcut male counter plate of 24-ply counter board applied with 2,000 – 4,000 pounds of pressure. Pressure range is dependent upon complexity of copy. Precision when cutting a counter requires less pressure and enhances the image.

**Foil Stamping:** Foil stamping on NEENAH® 100% Cotton Papers yields striking results. We recommend the use of wax-free litho inks when combining offset lithography and foil stamping to ensure maximum adhesion of foil to ink. For best results, stamp directly onto the paper using new foils.

**Folding/Scoring:** To avoid cracking at the fold, a two- to three-point scoring rule is recommended along with a wider creasing matrix. It is also best to fold with the grain, and avoid printing color on the folds.

**Trimming/Die-Cutting:** Back trimming is recommended. Die-cutting presents no issues.

**Binding:** NEENAH® 100% Cotton Papers accept all types of commercial binding beautifully. Binding should be parallel to the grain direction to prevent moisture buckling and minimize wear on the crease.

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**Note:** *These production tips should be used as general guidelines and are not inclusive of all printing and finishing methods. Neenah recommends always pretesting for desired results prior to full production.*