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# neenah<sup>®</sup> cotton

100% Cotton Premium Papers

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## Production Considerations

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### 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%.

### VARNISH

Low solvent (0-5%) varnish can be used as a surface protector; it will not alter nor enhance the appearance of the paper. 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<sup>®</sup> 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.

#### *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.

### OFFSET LITHOGRAPHY

When offset printing on NEENAH<sup>®</sup> 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.

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## Production Considerations (Continued)

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### DIGITAL PRINTING

NEENAH<sup>®</sup> Cotton Letterpress 90lb. and 110lb. Cover with our Universal Digital Finish is compatible with all digital presses.

### THERMOGRAPHY

No special considerations are needed.

### PRESSURE BASED PROCESSES

#### *EMBOSSING*

NEENAH<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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.

**View additional printing information at [www.neenahpaper.com/printingtips](http://www.neenahpaper.com/printingtips)**