

# Bringing You Into the Fold

**Folding mistakes can ruin an otherwise perfectly printed piece. People notice when a brochure fold is crooked or a booklet doesn't lie flat. You have a wide array of folds to choose from, so it helps to know a bit of folding lingo. Good communication is key to achieving the results you want.**

## Beneath the Fold

The most common folds for brochures are called the *accordion* (or "z") *fold* and the *barrel* (or "roll") *fold*. With an accordion fold, the paper is folded in a series of parallel folds that run in alternating directions, like the letter "z" or the bellows of an accordion. With a barrel fold, on the other hand, the series of parallel folds are made so the second fold wraps around the first one, much like you might fold a letter before you put it into an envelope.

With a *broadsheet* (or "broadside") *fold*, the paper is printed on both sides and folded in half. Then, a series of parallel folds are done in the other direction. This type of fold is often used for maps or brochures that require a large diagram. Another common fold is called a *gatefold*, in which two "flaps" fold over a center panel, so the edges meet in the middle.

## Hold that Fold

Before you choose a particular type of fold, however, be sure to discuss all the options available to you with your account rep. Although most binding machinery can be set up to produce myriad types of folding, some uncommon or specialty folds

might incur extra charges. TanaSeybert's full-service bindery is equipped to perform all of the above-referenced folds, and our team will work closely with you to ensure your project utilizes the one that is most aesthetically pleasing and cost effective.

## Don't Forget the Stock

You also want to be sure to select a paper stock that is going to fold well.

The number of folds and the type of paper affect your decision. For example, if you're looking to produce a greeting card with a *french fold* (the paper is folded twice to make four pages), you

might consider a lightweight stock. If a brochure is going to be handled extensively, you might consider a heavier stock—but be aware that some paper stocks are simply too heavy to score or fold well.

With heavier stocks, it's particularly important to consider the grain of the paper. When paper is manufactured, the fibers align in one direction (the grain). When folding, it's best if the folds run

with the grain or you might end up with ink cracking or folds that don't lie flat. You can tell which way paper grain runs by folding the paper in both directions. The fold will look smoother when you fold it one way versus the other.

## Know the Jargon

You may run across a few other folding terms that might be confusing at first. A *panel* is the two-sided section of the printed piece that is defined by the fold. So when you look at a standard "tri-fold brochure" you are really talking about a brochure with six panels and two folds. The *flat size* is the size of the piece when it is laid out flat, and the finished size is the size of the piece when it's folded. For example, a six-panel brochure might have an 8.5 x 11-inch flat size, but a 3.75 x 8.5-inch finished size.

## Show and Tell

We always tell our clients that the best way to communicate their folding requirements is to find samples that incorporate the folds they want. Likewise, it's helpful to make a folded "dummy" out of proof copies. Your TanaSeybert account rep can then assist in creating a dummy from the paper stocks you prefer, so you can spot folding problems long before your project ever gets to press. And, once your project is complete, you can make use of our on-site fulfillment services—giving you the option of completing your project under one roof, with one point of contact and a team that's familiar with your needs from start to finish.

