

Projectprint
Group

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Newsletter Winter 2023

- 2024 Calendars
- This month's special
- Design Talk - File sizes
- Embossing



Time to think 2024 Calendars

Time to start thinking about Calendars for 2024. *Best Value Advertising Product you can buy*
We have a wide range of Calendars to suit everyone's budget. DL size Fridge Calendars, A4 single page wall Calendars suitable for cost efficient mailing, PopUp Desk Calendars, Flip Calendars, Month per spread wall Calendars and A3 Wiro bound Wall Calendars.

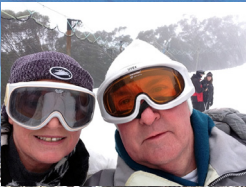


www.projectprintgroup.com.au/calendar printing



Layout templates available

*Hooray its winter
And we're off to the snow*



NEXT DAY Despatch Coreflutes

Printed CMYK 1 side
3mm or 5mm Coreflute
up to 900mm x 1200mm



Order Online

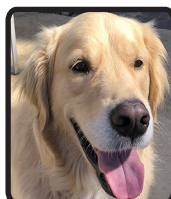
www.projectprintgroup.com.au/coreflutes

Special 10% OFF

Business Cards with spot gloss hi-build UV

Printed CMYK and Velvet Laminate 2 sides
450gsm Hi Bulk Artboard

250 \$195.00 + gst
500 \$ 235.00 + gst
1000 \$267.00 + gst
With promo code Zeus



Order Online NOW

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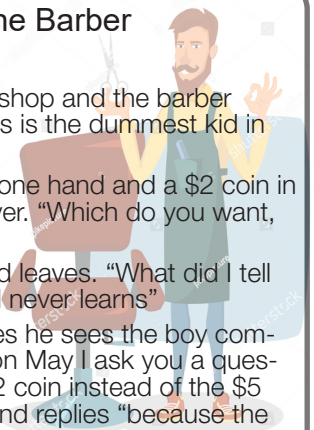
The Boy and the Barber

A young boy enters a barber shop and the barber whispers to his customer. "this is the dumbest kid in the world - watch this"

The barber puts a \$5 note in one hand and a \$2 coin in the other and calls the boy over. "Which do you want, son?"

The boy takes the \$2 coin and leaves. "What did I tell you" says the barber "that kid never learns"

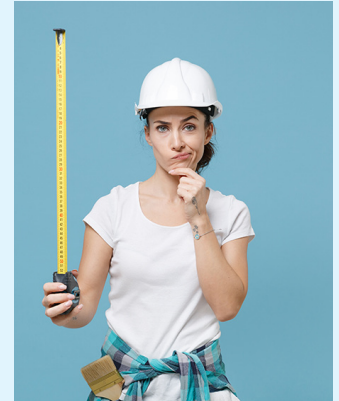
Later after the customer leaves he sees the boy coming out of a lolly store "Hey son May I ask you a question? Why did you take the \$2 coin instead of the \$5 note." The boy licks his lolly and replies "because the day I take the \$5 note the game is over."



Please help keep printing in Australia

File sizes. Bigger is not better

- It is really important to keep our file sizes down as much as possible
- This can be achieved easily by scaling your images to size in photoshop or your photography program **before** placing the images in indesign
- Many high quality images are large and become enormous when corrected or enhanced.
- If you bring that large file into indesign and crop to the required size in indesign, indesign retains ALL the data from the imported image whilst only displaying the required proportion
- Whilst we want our images to be 300dpi importing them at the correct size will greatly reduce file size and make processing easier, quicker and trouble free.
- This 300dpi image was 54.3M but when reduced to required size just 1.38M
- Also supply a pdf file as these are much smaller in size than EPS files (evil postscript)



Talking Embossing

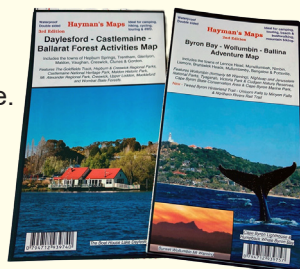
- Embossing is the process of making a dye, a counter, and pressing the paper or board stock between those two components.
- The results can be truly amazing and add great value to the printed product.
- There are 2 main types of dyes. Single level, usually a magnesium dye, and multi level dye, often brass
- There is a large difference in the cost and what results that can be achieved with these two processes.
- A major factor in achieving a sharp and eye-catching emboss is the stock chosen, A soft stock/board will emboss much better than a hard surfaced stock. Also a thicker stock will emboss better than a thinner stock.
- Make sure you or your printer consults with the specialist undertaking the embossing work to ensure you get the result you are looking for.
- Another thing to consider is you generally get a better embossing result on sheet fed than roll fed applications.
- Digital presses do not emboss but can give an embossed impression using a high build technology. This can also look good and lift the design at a affordable cost, especially on short run jobs such as invitations. and business cards.



Customer Productions

Haymans Maps have produced new adventure maps for Byron Bay and Daylesford

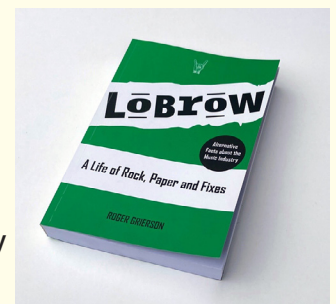
These Maps are packed full of essential touring information with high quality print on Synthetic stock for outdoor use. A must have to get the most out of travelling around our great country areas



Visit Haymans Maps at www.haymansmaps.com.au

A Life of Rock, Paper and Fixes.

We recently produced this substantial publication about a self taught Aussie punk-rock kid. Lowbrow provides deep insights, knowledge, mischief and laughs with links to spotify for sound tracks



Book can be purchased from www.lobrowthebook.com