

Feel...

An intuitive

Feel...

engraving
thermography
foil blocking
blind embossing/de-bossing
letterpress
duplexing
gilt edged cards
commercial envelopes
bespoke envelopes

You have a decision to make.

If you have an exceptional message. Are you using the right medium?

Just as you have a feel for the right kind of message, Baddeley Brothers have a feel for the right way to present it. This can begin with the letterforms, colours and tones – but it ends in the way the ink is applied, and the texture and weight of the paper.

The material you print has to stand in for person-to-person communication. Denied the senses of sound, movement and smell, the printed word can compensate with tactile materials that people will feel as well as read. It starts as soon as you have the envelope in your hand, perhaps embossed or with a vivid tissue lining to give some hint of the character of the contents.

Where others print in two dimensions, we can print in three – through die-stamping, embossing, letterpress, foil blocking, engraving and thermography. Combine this with imaginative papers, fine lithography and letterpress printing – along with finishing

touches like gilt edges, and your letter or literature will be unforgettable.

The inherent value, credibility or sensitivity of many documents means that people may try to counterfeit them – and digital copiers make it easier than ever. Specialist printing techniques like engraving and embossing are difficult to copy or counterfeit. They have an inherent authority, but they also provide a mark of authenticity and protection.

We take equal pride in our creative and project management skills – so if you don't have the time to attend to every detail, we'll do precisely that on your behalf. Timing, cost control and quality will be our benchmarks.

In short, no-one else can help to refine your ideas, provide the project management skills and supply such a range of imaginative print techniques and impressive envelopes under one roof.

Feel...

...alive

engraving

A lively and eye-catching way to raise your stationery above the mundane. Offering the precision to distinguish between solid elements and delicate, complex patterns, engraving enables a two-dimensional design to come to life as a medium which looks superior and has a tactile quality. It works well with logotypes, crests and symbols but takes flight when combined with other colours printed in close register then embossed, or 'bumped up' to enhance the design.



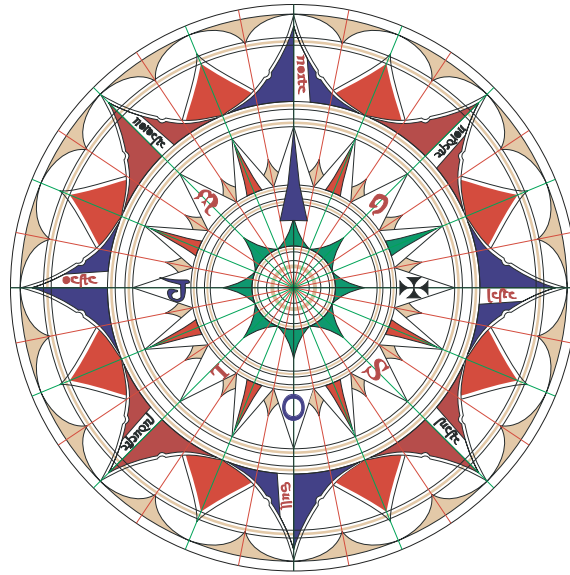
Feel...

...in control

engraving

Drawing on the artistry of masters like William Blake and Albrecht Durer, engraving has come of age. Photo engraving your design on a copper or steel plate accommodates shadow, tonal effects and lines with the precision of a line of longitude on a map, and the ability to look three dimensional.

The die imprints the profile of your design into the page, while a metallic ink brings out its fine features. It's suitable for solid and subtle fine line designs, using laser compatible inks.



Feel...

...elegant

foil blocking

Offering a metallic finish over fine or larger areas, foil blocking creates something special. You can select matt or gloss foils in gold, silver or other colours and, optionally, make the foiled area stand out with blind embossing. Our foil blocking is normally laser compatible and suitable for laminated and coated surfaces as well as uncoated.

Its mechanical precision gives you an uncannily accurate portrayal of the subject.



Feel...



...distinctive

thermography

A high profile way to deliver your message.

Thermography is a practical alternative to engraving and is more affordable, but still versatile enough to let you fulfil your most exquisite taste in design. While engraving raises the paper surface, thermography raises the image or type. This is achieved by sprinkling powdered resin onto wet ink, then heat-fusing it onto the sheet. The result is a deliciously textured, high gloss finish (not suitable for laser printers).

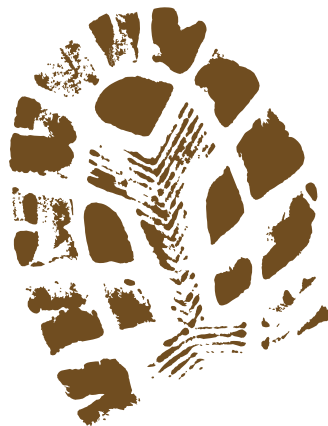
Feel...

...impressed

letterpress

A classic printing process which adds status to your document. Ideal for invitations and other communications designed to convey character. Particularly suited to applications where a heavy weight board is appropriate.

A classic technique that has never failed to leave its mark since the very origins of printing.



Feel...



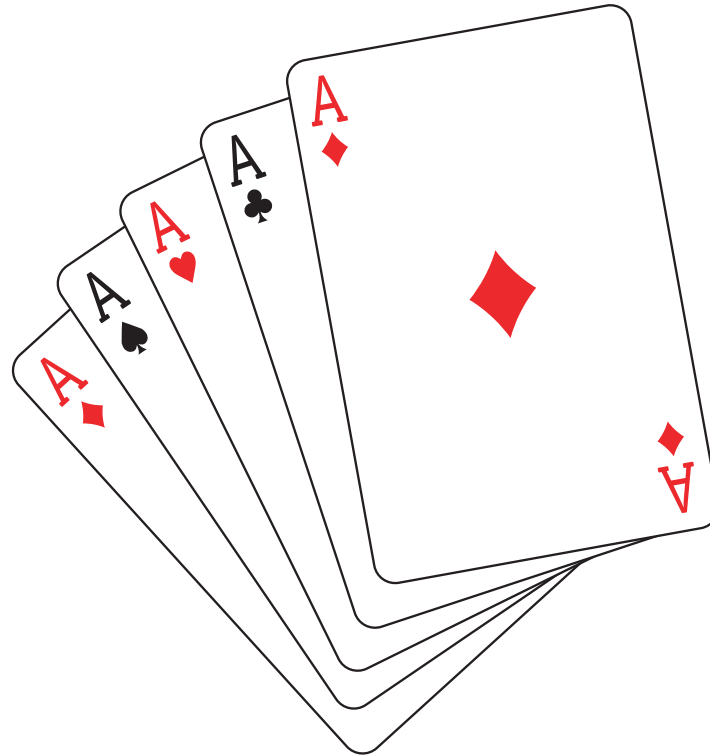
...sensitive

blind embossing

What can make an image stand out from a page, or evoke the impression of ripples on a lake, or depict the delicate tracery of a cobweb stretched between bullrushes in the morning dew?

Simply by creating a raised area using a die, blind embossing creates a subtle paper coloured image that can be felt as well as seen. De-bossing uses the same technique to create an indentation. This can be as emphatic or delicate as the graphics or words dictate, and careful choice of paper (avoiding bright whites and very smooth materials) will enhance the effect.

Feel...

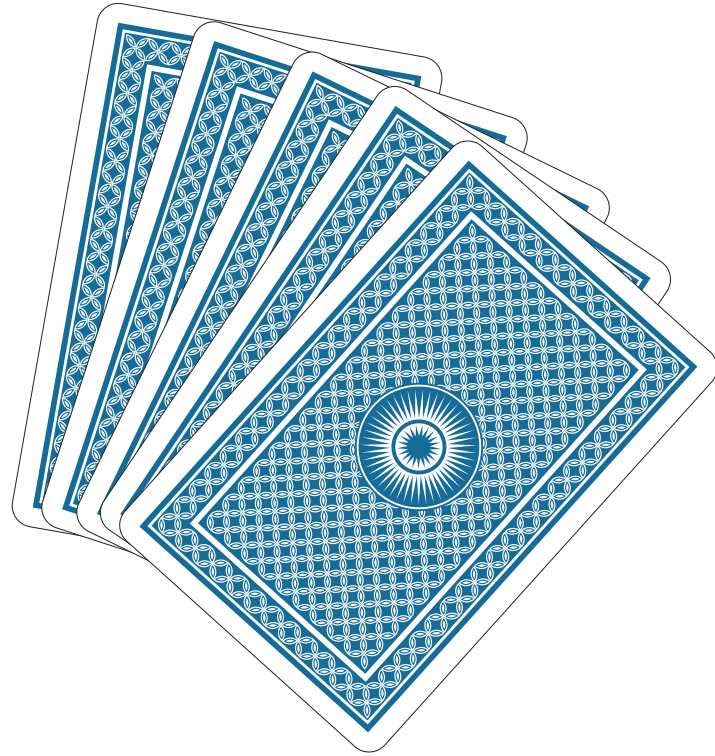


...fortunate

duplexing

A surface raised on one side of a sheet will be recessed on the other. Does that mean you can't print on the reverse, even less use a profiled printing technique? Not with duplexing – we'll bond two sheets together, each with its outward face able to receive the print effect you require. A simple and elegant solution to a practical printing dilemma.

With duplexing, you have all the cards up your sleeve; the finesse to make an invitation enticing, the impact to make a point powerfully, the status to confer unmistakable prestige on an item of print.



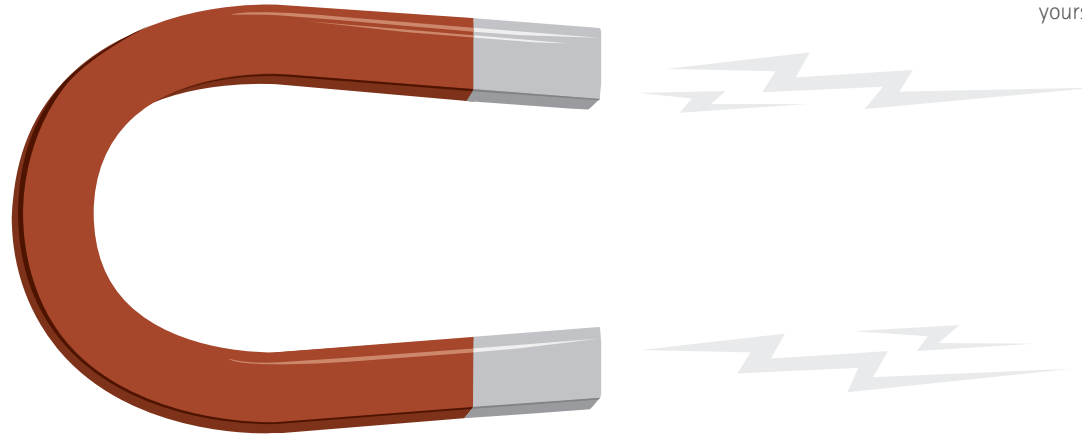
Feel...

...attracted

gilt or coloured edging

The prestige of a 'gilt-edged invitation' is embedded in our culture. Discreet but luxurious, it speaks volumes about the sender...and the recipient. We can provide colour, gold or silver edges, either flat or bevel-edged, applied to square or round cornered cards from our comprehensive range of stock cards – ask to see the choice.

Other colours and cards are available on request. A quintessentially appealing way to present yourself and attract admiration.



Feel...



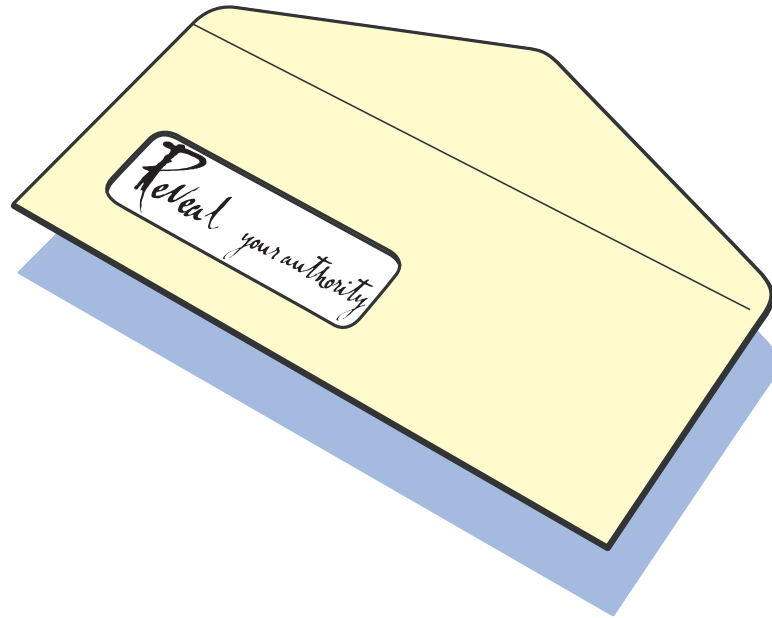
...intrigued

handfinished and specialist envelopes

You know what they say about first impressions. A longed-for letter...a product launch...an irresistible offer...great expectations...only our envelopes rise to the occasion and establish your style even before their contents are revealed.

In this competitive world, an envelope that's redolent of quality and attention to detail singles it out from the rest. It might be the first – or only – envelope opened.

Feel...



...proud

**corporate and
stock envelopes**

Adding prominence to your logostyle or latest offer, an envelope is as much a calling card as your conventional business card.

Baddeley Brothers are not only able to produce an impressive variety of envelopes for personal use - we also have an impressive array of machines to produce high quality envelopes for commercial use. You can rise above the sea of white utility envelopes and make a mark in your market. We're comfortable with quantities of 1 - 50,000; you choose the material, size, print process and window or peel & stick format.

Feel...

...informed

Transforming the everyday into the exceptional is never easy. The most successful projects are usually the most carefully planned; the specialist processes described in this brochure are no different. Because much of what we produce is unusual these hints can help you decide on the suitability of the paper and process with the design, ensuring your message has a major impact.

In general, please also remember that your order will be carried out much more promptly if all your instructions are clear. Make sure you inform us of material colour, sizes and quantities, that artwork is correct and that you include a reference to any relevant Baddeley Brothers estimates.

Please call to discuss your requirements. We are here to help and advise on production costs and technical requirements. Or maybe you just want to feel ... some more? Using our comprehensive library we provide a sample service of examples to help define your thoughts and ideas.

At the design phase

Obtain a estimate and schedule for the job to help make sure a clear working framework exists from the start; it will help to avoid any potentially disastrous last minute panics.

Sending artwork

We are fully equipped to handle and output your creative work ... send to: studio@baddeleybrothers.com

Suitability of materials

We always recommend testing materials first to make sure they work together, eg engraving does not take to laminated or varnished surfaces, laid papers may need blanking out to avoid feathering of fine engraving; foil may not release cleanly on some materials; and certain materials may crack or burst when folded or blind embossed. Equally, for envelopes please check the suitability of the paper with us, as certain gums may not seal the paper adequately.

Colour matching

Whilst every effort is made to match Pantone colours, it should be remembered that the opacity of the paper or interaction between different processes can sometimes affect the finished shade. This particularly applies to any process using heat or when a gloss finish is involved.

Proofs

It's well worth paying for a full proof of any job not absolutely straightforward; it could also help give your customer a better understanding of what you're trying to achieve.

Envelopes: dummies

To minimise any problem due to the unsuitability of materials, to ascertain the window position against an address box or to match size to planned contents, we will make up envelope dummies free of charge prior to a production run.

Envelopes: converting your printed sheet

To make sure printing is correctly positioned, we will provide you with a lay-down sheet and dummy.

Pre-printed materials supplied by you

Business cards, compliments slips and other small items cannot normally be handled if they are cut to size in advance. Please check with us first to ascertain the correct lay-down and trims sizes.

Lay-edges

When planning any printing that is to be further processed by us, check first that the lay-edges you wish to use are compatible with ours.

Fitting to a printed image

To minimise discrepancies in artwork it is always preferable to make a block or die after printing so that they can be checked for fit against the printed image.

Potential hazards

The operating temperatures of laser copiers and other office equipment are so high that they can cause thermography to melt. We therefore recommend you check with us before you finalise your requirements.

Contact us for advice, estimates and samples.

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