

PRINTING STYLE COMPARISON

From the time-honored technique of letterpress to modern flat printing, Banter & Charm offers a variety of printing styles to ensure your stationery is impeccably crafted.

Not sure which style to choose? Here is a handy chart comparing four common printing styles.

Still confused? I'm happy to offer suggestions that will perfectly suit your style and desired investment!

	LOOK	FEEL	COST	TIME	EXCELS AT	PAPER	WHITE INK	SHINY METALLIC
FOIL STAMPING		shiny foil is pressed into paper, leaving an impression	\$\$\$\$ priced per foil color	4-6 weeks	truly shiny metallic finish (gold, silver, copper, rose gold); opaque white	white or color paper; 2-ply available	Yes	Yes
LETTERPRESS		ink is pressed into paper, leaving a textured impression	\$\$\$ priced per color; blind* is a "color"	4-6 weeks	deep impression in thick cotton paper, soft colors with lots of texture	white or color paper, 2-ply available	No	No
SCREEN PRINTING		ink sits on top of the paper, leaving a flat surface	\$\$ priced per ink color	4 weeks	metallic or white ink on colored paper; non-paper surfaces	dark paper colors work best; 2-ply available	Yes	Yes
FLAT PRINTING		ink is flush with the paper, leaving a smooth finish	\$ unlimited ink colors for the same price	2-3 weeks	designs with many colors; variable data like guest names and addresses	1 or 2-ply white paper, 1-ply dark paper with white ink	Yes	No

*although no ink is used with blind letterpress, it requires a separate printing plate and press run, so it's considered a "color" for pricing purposes