

*Zara Design offers a variety of printing styles for every budget.*

*Whether you are looking for timeless elegance, raised printing or modern foil stamping we are here to help. We will work with you to create the perfect invitation and event stationery that is not only beautiful, but also within your price point.*

*By setting up an appointment we will go over each printing option for you. Here is just a little preview!*

**\$** Digital printing refers to methods of printing from a digital-based image directly to a variety of media. Digital Printing is one of the most reasonable printing methods because it avoids the cost of all the technical steps required to make printing plates. It also allows for on-demand printing, short turnaround time, and even a modification of the image (variable data) used for each impression. For someone on a budget, Digital is a great option. (Cannot print metallic colors-only CMYK)

**\$\$** Offset printing is a commonly used printing technique in which the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface. Offset printing is often used on envelopes/ addressing or when in need of a specific color or metallic ink coloring. Slightly higher priced than Digital but still a reasonable option.

**\$\$\$** Thermographic printing refers to two types of printing, both of which rely on heat to create the letters or images on a sheet of paper. The simplest type is where the paper has been coated with a material that changes color on heating. This is called thermal printing and was used in older model fax machines and is used in most shop till receipt printers. This is called direct thermal. More complex is thermal transfer printing that melts print off a ribbon and onto the sheet of paper. Thermography leaves a beautiful raised print on a stationary and is often one of the more popular wedding invitation printing choices.

**\$\$\$\$** Letterpress printing is a technique of relief printing using a printing press. A worker composes and locks movable type into the bed of a press, inks it, and presses paper against it to transfer the ink from the type which creates an impression on the paper. Letterpress is a highly desired form of printing especially for a vintage old world feel. It has a simplicity and elegance to it that cannot be found with the other printing methods.

**\$\$\$\$\$** Foil stamping, is a print process of the application of pigment or metallic foil, often gold or silver, but can also be various patterns or what is known as pastel foil which is a flat opaque color or white special film-backed material, to paper where a heated die is stamped onto the foil, making it adhere to the surface leaving the design of the die on the paper. Foil stamping can be combined with embossing to create a more striking 3D image. It is one of the only efficient ways to print on a black surface. Creates a stunning rich invitation.

**Payments:** 50% at the time the contract is signed-before designing begins, 30% at the time of final proof approval, 20% prior to delivery or at the time of delivery (depending on the situation)