Embossing (Blind Embossing)

Definition:
To press a mould on the underside of the sheet of paper so that the surface stands out in relief, giving instant texture to the paper or board being used.

What is it used for?
Commonly used for Embossing Graphics onto Letterheads, Embossing Business Cards, Brochures & Presentation Folders. For example, a logo or text might be highlighted by embossing. Embossing is also effective when used in non printed areas as a subtle but prestigious way of enhancing the printed job.

At what point do we do it?
Embossing is a print finishing process (after printing).

How do we do it?
A die is made from your design. Then run through our machine under several tons of pressure, using a 'male' & 'female' die and counterforce the embossing die is forced onto the paper and the impression of the brass or magnesium die is left in relief on the paper.

More about:
This form of embossing is also used in the production of Braille (For the Vision Impaired).