



Alexa Pulitzer
NEW ORLEANS

Our print processes and paper

Alexa Pulitzer offers many types of printing techniques which are outlined below. Some cost more than others! For example, Digital and Flat Printing are the most economical. Matte Thermography will only cost an additional \$50 for something with texture, while Engraving, Letterpress and Embossing are more expensive and refined.

ENGRAVING : Engraving is one of the oldest printing techniques and the most refined. It's an intaglio printmaking process in which the art is cut (or etched) into a copper plate in order to hold the ink. The plate is inked so that all sub-surfaces are filled with ink, then the surface is wiped clean, leaving ink only in the depressed areas of the plate. The paper is forced against the metal plate with tremendous pressure resulting in the characteristic bruised impression on the back of the paper. Should you be curious, Alexa is most drawn to metallic inks engraved on a dark paper stock which makes a bold and elegant statement. Engraving solid areas is not advisable.

LETTERPRESS : The oldest and most versatile method of printing was originally produced from cast metal type or plates on which the image or printing areas are raised above the non-printing areas of the plate. Ink touches only the top surface of the raised areas; the non-printed areas are lower and do not receive ink. The inked image is transferred directly into the paper. Sometimes a slight embossing appears on the reverse side of the paper. The letterpress image is usually sharp and crisp, but the colors are muted. Coming from a background in the world of textiles, it is the textural qualities of letterpress printing that is most attractive to me.

THERMOGRAPHY | MATTE THERMOGRAPHY : Freshly printed inks are dusted with a powder compound. After the excess powder on the non-printing areas is removed by vacuum, the sheet passes under a heater, which fuses the ink and powdered compound. The printing swells or raises to simulate the look of engraving. Alexa's preferred Matte Thermography printing is not as shiny, resulting in a "matte" finish at a cost of \$50 more than shiny Thermography. I appreciate matte thermography printing because it is an economical approach however the ink color must be darker than the paper color.

FLAT PRINTING : Technically known as Offset/Lithography and recognized by smooth flat print. Flat printing is most economical in one color and allows for half-tones (percentages of color) and holds the detail of artwork.

DIGITAL : This flat printing method is achieved by laying down colored dots, known as CMYK (the four colors from which all colors are composed: Cyan, Magenta, Yellow and Black.) Digital Printing is the least expensive option for printing on both sides of the paper or multi-color printing (such as a photograph!)

EMBOSSING : Similar to the Engraving process, but without ink. A multi-dimensional plate is pressed into the paper creating a raised look to design. Embossing requires thicker lines to produce a clear impression and it is recommended to use typestyles and designs suitable for embossing only. In other words, don't choose this technique if the art is detailed.

PAPER : Our papers are created exclusively by U. S. mills specializing in fine art and conservation paper. Renowned for its substantial weight, creamy smooth texture and high opacity, our paper is 100% acid-free, ensuring archival integrity for generations to come. I feel good about using wood pulp paper, knowing conscientious forest management is practiced by the paper companies I work with to ensure sound environmental harvesting of this 100% renewable resource.