



Alexa Pulitzer

NEW ORLEANS

Our paper and print processes

Alexa Pulitzer provides all types of printing options: engraving, embossing, letterpress, thermography, and flat printing. Flat printing and thermography cost the same and are the most economical. Engraving and letterpress are more expensive and artisanal.

ENGRAVING : Letters and designs are cut or etched into a copper plate. 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 (or sunken) areas of the plate. The paper is forced against the plate with tremendous pressure. This produces the characteristic indented or bruised impression on the back of the paper. *Even we have our favorites. Should you be curious, we love ecru or copper ink engraved on a deeply saturated color stock; makes a boldly elegant and rich statement.*

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 surrounding {non-printing} areas are lower and do not receive ink. The inked image is transferred directly into the paper. Sometimes a slight embossing {because of denting} appears on the reverse side of the paper. The letterpress image is usually sharp and crisp. *It is the textural qualities of letterpress printing that is most attractive to Alexa. Coming from a background in the world of textiles, she is lured easily by tactile sensories and timeless beauty.*

BLIND EMBOSSING : Similar to the Engraving process, but without ink. The plate is pressed into the paper creating a raised look to the text or design. As blind embossing requires thicker lines to produce a clear impression in the paper, it is recommended to use typestyles, monograms and designs suitable for embossing only.

THERMOGRAPHY | UV 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. UV thermography printing is generally used on stationery paper for consumers to use in their home printers so the ink will not smudge or melt. Our preferred Matte thermography printing is not as shiny, resulting in the dull or “matte” look at a cost of just \$60 more. *We appreciate thermography printing for many a reason. At the top of this list is that it is a most economical approach in achieving stylish customization of your personal stationery and invitations.*

FLAT PRINTING : Technically known as Offset/Lithography and is recognized by clean edges and smooth print. Flat printing is the only print process that allows for half-tones {screened imagery}. *Flat printing is unique in that it is the only printing technique that allows for the printing of screens and also holds the detail quality of artwork better than any alternate printing approach.*

DIGITAL : This flat printing method is achieved by laying down a screen of colored dots {known as CMYK, for the four colors from which all colors are composed: Cyan, Magenta, Yellow and Black}. *Digital Printing is a less expensive option for multiple-color printing and for images that are shaded or screened.*

OUR PAPER : Our ecru and white papers are custom-created exclusively by US 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. Our envelope, cover and Bristol weight papers are 100% wood pulp (composed of sustainable hardwood and softwood fibers), and our text stationery is 75% wood pulp, 25% cotton. The exceptionally smooth finish achieved with wood pulp is considered by fine pen experts to be the ideal surface on which to write. *We feel good about using wood pulp paper, knowing conscientious forest management is practiced by the paper companies we work with to ensure sound environmental harvesting of this 100% renewable resource.*