



GLOSSARY OF TERMS & ACRONYMS



A

Accrual Method: This is an accounting term. Recognizes revenue at the point of sale and expenses when incurred.

Acrobat: Application software developed by Adobe to create PDF files. Acrobat Reader is used to read the PDF files.

ACS™: This is commonly used in Data Processing. ACS is a post mailing service that allows mailers to receive change-of-address (COA) and other reasons for non-delivery electronically and reduce the number of manual (hardcopy) address notifications.

Address Hygiene: This is commonly used in Data Processing. The process of running a combination of commercially available software products to cleanse an address as best as possible.

Adobe InDesign: An industry-standard page layout program from Adobe Systems.

AEC and AECII: This is commonly used in Data Processing. Address Element Corrections are processes run directly through the USPS which will provide additional address corrections to addresses that have been already deemed potentially undeliverable by the other address hygiene products such as CASS, NCOALink, DPV and LACSLink.

Alignment: The align command is used to adjust the position of objects or text in relation to each other. The various ways objects or text can be aligned are typically left, right, center, top and bottom.

Alterations (AA's): Any change made by the customer after copy or artwork has been given to the service bureau, separator or printer. The change could

be in copy, specifications or both. Also called AA, author alteration and customer alteration.

Animated GIF: A very basic animated image, used primarily in web design. Animated GIFs consist of a set of GIF images placed in sequence.

Animation: A series of static images pieced together in a timed sequence to give the appearance of continuous movement.

Aqueous Coating: Aqueous Coating is a water-based coating applied after printing. It helps the underlying ink from rubbing off. Such a coating can give a gloss, dull, or matte finish. It can be applied while the paper is still on press, or after it's off press.

Ascender: The part of a lowercase letter which rises above the main body, as in the letters "b", "d", "h", and "k".

Asset: This is an accounting term. An item of value owned by a business or individual, whether or not there is a claim on the item.

Author's Alterations (AA's): At the proofing stage, changes that the client requests to be made concerning original art provided. AA's are considered an additional cost to the client usually.

Automation: This is commonly used in Data Processing. When a mailing piece includes correct address components including a ZIP, ZIP+4 and DPBC and the piece is suitable to run through USPS Machines. It is also used to describe a process to streamline multiple processes together in an effort to perform the same steps over and over again without human intervention.

B

B2: 20 9/10 x 29 1/2 (On the 10,000).

Backup: To print the second side of a previously-printed sheet of paper or other substrate. Back up is commonly used to refer to such printing accomplished by multiple passes through the press, as opposed to perfecting, which is performed in one pass.

Balance Sheet: This is an accounting term. Summary statement of the firm's financial position at a given point in time.

Bangtail: Promotional envelope with a second flap which is perforated and designed for use as an order blank.

Barcode: A graphic representation of a series of characters. There are many types of barcodes used for many types of purposes.

Barcode Scanner: Electronic equipment that can understand and display/report what characters are represented by the barcode.

Baseline: An invisible horizontal line on which the feet of all characters on a line of type are set, used for proper alignment of type.

BCC Mail Manager FS: The name of the software that is used by Data Processing to manipulate data, complete address hygiene and presort the data to the USPS specifications.

Bitmap: Bitmap images are resolution dependent, unlike vector graphics which are resolution independent. A bitmap does not need to contain a bit of color-coded information for each pixel on every row. It only needs to contain information indicating a new color as the display scans along a row. This means that an image with much solid color will tend to require a small bitmap.

Blanking: Blanking a part out of the substrate for finishing the product. For example: for a card that can be torn out.

Bleed: Printed colors that extend past the edge of a page. To accommodate a bleed, the printer must print the bleed area larger than the final trim size. The page is then trimmed through to bleed area. Bleeds require more paper and production time, thus, printers charge extra for this service.

Body copy: Body copy is the term given to the main blocks of text in an article—as opposed to headlines and sub headings.

Branding: A brand is a graphic, font, image or a series of concepts that defines a company's, or product's, identity. By establishing a strong and identifiable brand, a company or organization is trying to convey to its consumers a sense of familiarity and trust of its products, over that of its competitors.

BRC: Abbreviation for Business Reply Card. A response card returned to the sender via prepaid Business Reply Mail.

BRE: Abbreviation for Business Reply Envelope. Similar to Business Reply Card, but formatted as an envelope.

Breadth Control: Controlling the breadth of the substrate going in the press.

Breadth Register System: System that records the difference in breadth between the various inks offset on the substrate by the plates in the different printing towers, in order to correct this.

Brief: A designer's brief, or creative brief, is what a client will give to a designer to help them come up with a creative solution or set of concepts. Briefs can vary drastically from client to client. Some will simply give a few verbal pointers, whilst others may supply full written documentation with

information about the company, their customer base, statistics, corporate identity information and so on.

Browser: Used to access the World Wide Web.

Buck Slip: A promotional piece inserted in a mailing that consists of one single unfolded printed piece.

Bulk Mail: Mail involving a large quantity of identical pieces which are specially processed before delivery to the post office.

Bundle: Several pieces of mail tied together at the lettershop and handled by the Post Office as a single piece until the letter carrier sorts them to walk sequence.

Buy Out: To subcontract a service to a third-party company. Also called farm out. Work that is bought out or farmed out is sometimes called outwork or referred to as being out of house.



C/O: Abbreviation for Changeover Time.

C/T: Abbreviation for Cycle Time.

Caliper: [1] Thickness of paper or other substrate expressed in thousandths of an inch (mils or points), pages per inch (ppi), thousandths of a millimeter (microns) or pages per centimeter (ppc). [2] Device on a sheetfed press that detects double sheets or on a binding machine that detects missing signatures or inserts.

Cap Height: In typography, the distance from the baseline to the top of the capital letters.

CaPA: Corrective and Preventative Action (CaPA); Formal root cause or needs analysis relative to a product or process.

Capital Expenditure: An outlay of funds by a company, expected to produce benefits over a period greater than one year.

Capital Gain: The amount by which the price at which an asset's was sold exceeds the asset's purchase price.

Caption: In typography and page layout, any strictly descriptive text accompanying an illustration, located beneath it, alongside it, or above it.

CASS: This is commonly used in Data Processing. Coding Accuracy Support System is a process that validates the programming logic of vendors who create software which does address hygiene. This term is highly miss-used in the industry and within GLS to communicate that the address hygiene software that has been CASS certified is to be run or has been run.

Cassette: Combination of cylinders that transfer ink to the plate and finally to the substrate. Differences between cassettes are in size.

Catalog: Any directory—either in printed or digital form—of information. Common examples of catalogs are books or booklets published by stores or suppliers containing descriptions and price information on materials sold by the company. In computers, a catalog is a directory or folder of disk files for a specific application.

CCM: Abbreviation for Conceptual Framework

Character: Any letter, figure, punctuation, symbol or space.

CIP3: Color settings system from Repro based on the digital file to print that allows adjusting the ink keys (partly) automatic.

Cleaning Bin: Bin that is used to clean the rolls of the press.

Clip Art: Ready made line artwork sold or distributed for clipping and pasting into publications.

CMYK: Abbreviation for cyan, magenta, yellow and key (black), the four process colors.

Coated Paper: Paper with a coating of clay and other substances that improves reflectivity and ink holdout. Mills produce coated paper in the four major categories cast, gloss, dull and matte. You may also include satin and/or silk finishes here as well.

Cold Set: Curing the ink with UV lights opposed to curing of the ink by evaporators.

Collator: Sorting Machine.

Color Balance: Refers to amounts of process colors that simulate the colors of the original scene or photograph.

Color Recording System: System that records the difference between CIP3 and actual colors.

Color Swatch: A sample of a specific color—either printed or stored digitally—used to describe a particular printing ink or combination of printing ink colors.

Comp (comprehensive): A layout that has been mocked up to show how the different elements of the design will look when the job has been printed. This could range from a rough sketch, to a fully formatted digital layout or printed proof.

Composite image: A composite image is a graphic image (or photograph), made up of a combination of images.

Comprehensive Layout: Comp's are created to see what a prospective design project will look like. Parameters such as layout of the image, use of color, the size and the paper that will be used. It is also sometimes called a dummy.

Computer to Plate (CTP): An imaging technology used in modern printing processes; a digital image is output directly to a printing plate.

Computer-aided design (CAD): Use of computer systems to assist in the creation, modification, analysis, or optimization of a design.[1] CAD software is used to increase the productivity of the designer, improve the quality of design, improve communications through documentation, and to create a database for manufacturing.[2] CAD output is often in the form of electronic files for print, machining, or other manufacturing operations.

Concept: A design concept is the graphic designer's idea that is presented to the client for a project. Often a designer will produce more than one concept, so that the client can have a choice.

Conduction Through: Conduction of substrate through press.

Continuous Form: A form that is printed on a roll or as zigzag consisting of pinfeed that allows the form to be processed more constantly during finishing.

Copy: Any material that is to be typeset, be it a manuscript or typescript, or a typewritten document with handwritten changes and edits. Copy is also used to refer generally to any other page elements—including illustrations, photographs, etc.—that will need to be prepared and assembled.

Copyfitting: In typography, the process of estimating the point size and leading in which a particular piece of copy will need to be set to fit in a (usually) predetermined amount of space.

Copyright: Is a legal concept, enacted by most governments, giving the

creator of an original work exclusive rights to it, usually for a limited time. Generally, it is “the right to copy”, but also gives the copyright holder the right to be credited for the work, to determine who may adapt the work to other forms, who may perform the work, who may financially benefit from it, and other related rights. It is a form of intellectual property (like the patent, the trademark, and the trade secret) applicable to any expressible form of an idea or information that is substantive and discrete.

Copywriter: A copywriter is a commercial author who write copy for adverts, brochures, annual reports, or other designed marketing material. Copywriters are often freelance, but many also work inside the larger advertising agencies.

Copywriting: The process of writing the words that promote a person, business, opinion, or idea.

Corporate Identity: A strong corporate identity is to promote this cohesive visual image, both within the company. This involves the development of a logo (or group of logos) and a set of printed visual guidelines—usually in the form of a Corporate Identity Manual—as to how the organization’s corporate identity is to be represented in publications, web sites and advertising campaigns.

Corporate Identity Manual: Include samples of approved logos and layouts, instructions for their usage, color guides and color swatches.

Crop: To crop an image is to trim it to a size that best enhances the contents or to make it fit into the allocated space in the design.

Crop Marks: Lines near the edges of an image indicating portions to be reproduced. Also called cut marks and tic marks.

Crossover: Where an image crosses over to another page. In perfect bound printing we have to account for the binding and offset an image.

Current Assets: The value of all assets expected to be converted into cash within one year.



Dampening System: Combination of cylinder and reservoir that apply dampening to the plates.

Defective Products: Waste in material that occurs during production.

Densitometer: Instrument used to measure density. Reflection densitometers measure light reflected from paper and other surfaces; transmission densitometers measure light transmitted through film and other materials.

Deprecation: The systematic charging of a portion of the cost of a fixed asset against the annual revenues generated by that asset.

Descender: In typography, the portion of lowercase letters that extends below the character’s baseline as in “g”, “j”, “p”, “q”, and “y”.

DFE: Indigo Rip.

Die: Device for cutting, scoring, stamping, embossing and debossing.

Die Cut: To cut shapes in paper or paperboard using a die.

Diecutting: In binding and finishing, a finishing operation involving the use of sharp steel blades to cut a specific pattern into a substrate or to cut the substrate itself into a specific pattern.

Digital Asset Management (DAM): Graphics and document repository/cloud storage solution.

Digital Print: Digital printing is any printing process that uses a digital file to create an image using a non-impact imaging transfer method. Common methods include ink jet and electrophotography. Digital printing technology can be divided into two categories based on how the image is transferred to the substrate. These categories are direct to image carrier and direct to paper. Direct to image carrier includes black and white and color electrophotography, while direct to paper includes Ink jet, dye sublimation, thermal direct transfer, electrostatic, and other printing methods that directly image the substrate. Both of these categories are classified as non-impact printing.

Digital to Paper (DTP): Department that processes the digital file of the customer so that it is suitable for substrate.

Dot Gain: Dot gain refers to a characteristic of halftone printing whereby reflectance of the printed material is less than would be expected from the percentage area coverage of the dots set on film by the image setter, or the percentage area coverage expected from a digital code value in the digital representation of the image.

DPBC: A 2 digit number plus a check digit assigned by the USPS representing a specific mail stop.

DPI (dots per inch): DPI is the number of dots (or pixels - PPI) that fit horizontally and vertically into a one-inch measure. The more dots per inch, the more detail is captured and the sharper the image will appear.

DPV®: Delivery Point Validation will validate if an address is correct down to the delivery point. To be considered correct, the entire address, City, State and ZIP have matched to the USPS database.

Drop: (see also “PrintStream drop”) Any outbound package sent via USPS linked to a specific marketing group.

Drop Date: The date on which a direct mail campaign is scheduled to be at the Post Office.

DSF®: The DSF® Product contains vacant, residential, business or seasonal address information. It also identifies if an address is delivered to a curb-side mailbox

Dummy: [1] A mock-up showing a preview of a printed piece, showing placement and nature of the material to be printed. [2] A fictitious name with a mailable address inserted into a mailing list to check on usage of that list.

Dust and Pinfeed Removal: Brushes and exhaust that remove dust and pinfeed from the substrate.

DXF (Drawing Interchange Format, or Drawing Exchange Format): is a CAD data file format for enabling data interoperability for AutoCAD.

Dylux: Brand name for photographic paper used to make blue line proofs. Often used as alternate term for blue line.



ECM: Abbreviation for Empirical Framework.

Em: In typography, a fixed space having a height and a width equal to that of the point size.

Em Dash: In typography, a dash one em long, used to set off parenthetical text, replace missing text matter, or function in lieu of a colon.

Em Space: In typography, a fixed space one em in length.

Emulsion: Casting of light-sensitive chemicals on papers, films, printing plates and stencils.

En: In typography, a unit of measurement exactly one-half as wide as, and as high as, the point size being set.

En Dash: In typography, a dash one en long, used to represent the words to or through, or function in lieu of a colon.

EPM: Enhanced Productivity Mode (10,000 only).

.EPS: Encapsulated postscript file.

Equity: The value of the owner's interest in property remaining after all claims and liens against it.

Estimate: Price that states what a job will probably cost. Also called bid, quotation and tender.

Estimator: The individual performing or creating the estimate.



Facing Pages: In a double-sided document, the two pages that appear as a spread when the publication is opened.

Family: Group of products of the same size, for example: 24" products.

FIM: The bar codes in the upper right area of Business Reply Mail, utilized for mechanical sorting.

Finished Size: Size of product after production is completed, as compared to flat size. Also called trimmed size.

Fixture: A device that is attached to a press to adapt that press for a particular purpose. For example: perforation.

Flat Size: Size of product after printing and trimming, but before folding, as compared to finished size.

Flexo: Printing technology that utilizes a flexible relief plate that can be used for printing on almost any type of substrate.

Foil: Aluminum or plastic substrate.

Fold Marks: With printed matter, markings indicating where a fold is to occur, usually located at the top edges.

Folio: [1] Page numbers of a book or catalog; [2] brochure, magazine or catalog comprised of signatures consisting of two leaves with four pages.

Font: A font is a complete set of characters in a particular typestyle and typically consists of a full letter set, number set, and all other special characters you get by pressing the shift, control or option keys. Examples of fonts include "Arial", "Courier New", etc.

For Position Only (FPO): On a mechanical, a written designation applied to a low-resolution or inferior-quality image (such as a Xerox of a photograph or line art) to indicate that the image (as seen) has only been added to the mechanical to indicate its position on the layout and thus is not indicative of the appearance of the final printed image.

Format text: Format text is a function available in most page layout programs, allowing the user to change fonts and point sizes of all copy elements.

Forms Composition: This is commonly used in Data Processing. The process of using the GMC Inspire Designer software to set up the static and variable copy that will be printing on the laser printers.

Four-color Process Printing: Technique of printing that uses black, magenta, cyan and yellow to simulate full-color images. Also called color process printing, full color printing and process printing.

Frame: See trap.

FSC: Forest Stewardship Council (FSC) – provides assurance that forests are being managed to the highest environmental and social standards.



Gang: [1] To halftone or separate more than one image in only one exposure. [2] To reproduce two or more different printed products simultaneously on one sheet of paper during one press run. Also called combination run.

Ganging: Clocking into 2 concurrent jobs or tasks and having PrintStream evenly split the time.

Gate Fold: A sheet that folds where both sides fold toward the gutter in overlapping layers.

Ghosting: Ghosting in screen printing refers to the reproduction of a printed image on the reverse of the substrate lying on top if it, caused by ink setoff.

GIF (Graphics Interchange Format): GIF images display up to 256 colors. GIF images generally have very small file sizes and are the most widely used graphic format on the web. The low quality resulting from compression makes them unsuitable for professional-quality printing.

GMC Inspire Approval: The name of the software that allows GLS to provide a web application for laser approvals

GMC Inspire Designer: The name of the software that is used by DP to manipulate data and do forms composition.

Grain Direction: Predominant direction in which fibers in paper become aligned during manufacturing. Also called machine direction.

Graphic design: Visual representation of an idea or concept. The term is used as a collective name for all activities relating to visual design, including web design, logo design, etc.

Grayscale: Grayscale images contain black, white, no color, and up to 256 shades of gray.

Grey Substrate: Previously printed substrate, usually just on one side.

Grindoff: Approximately 1/8 inch (3 mm) along the spine that is ground off gathered signatures before perfect binding.

Gutter: In the book arena, the inside margins toward the back or the binding edges.



Hard Copy: Any page, document, publication, or other data that exists as some kind of output, be it on paper, film, etc., rather than as an item on a computer display or soft copy.

Hat: (see also “PrintStream Hat”) An item that does not exist in inventory and/or we have not been instructed as to where the product should be routed.

Header: In typography, any text that appears at the top of a page but is not part of the body text, such as a title, author, chapter title, etc. A header appearing on every page is called a running head.

Heading: In typography, display type used to emphasize copy, act as a book, chapter, or section title, or otherwise introduce or separate text. More commonly referred to as simply a head.

Heat Set: Curing the ink by evaporation in a dryer typically positioned just after the printing towers.

Hickey: Spot or imperfection in printing, most visible in areas of heavy ink coverage, caused by dirt on the plate or blanket. Also called bulls eye and fish eye.

High-resolution image: A pixel-dense image with a high level of sharpness and clarity. High-resolution images are generally suitable for professional quality printing.

Human-Oriented Common Practices

(HOCPP): Committed leadership, cross-functional training, employee involvement, and information and feedback.

I

Imposition: Arrangement of pages on mechanicals or flats so they will appear in proper sequence after press sheets are folded and bound.

Impression: [1] Referring to an ink color, one impression equals one press sheet passing once through a printing unit. [2] Referring to speed of a press, one impression equals one press sheet passing once through the press.

Income Statement: Provides a financial summary of the company's operating results during a specific period.

InDesign: Most commonly used Page design and Layout program.

Indicia: A notation on a mailing piece or envelope, authorized by the USPS, that indicates postage has been paid by the mailer. It indicates the class of mail, permit number and either the entry post office or the permit holder's name.

Ink Key: Small plate (key) that can be adjusted to regulate the amount of ink that is offset to the plate.

Ink Reservoir: Reservoir that keeps the ink until it is offset to the plate.

Inserts: Within a publication, an additional item positioned into the publication loose (not bound in).

InSite: Online proofing system for Prinergy.

Interrupted Perforation: Perforation in length with the substrate that is interrupted part of its total length.

ISO: International Organization for Standards (ISO)—ensure that products and services are safe, reliable and of good quality.

ISO 9001:2008: see also ISO; Quality management systems—Requirements.

J

JIT: Abbreviation for Just in Time.

JLT (or JLYT): Indigo file format.

JPEG (Joint Photographic Electronic Group): A common compression method that reduces a file's storage size by discarding non-critical picture detail. Excessive JPEG compression can cause poor image quality.

K

Kaizen: This is a continuous improvement term. Non-Value added steps exists everywhere, related to people, materials and facilities, or the production set-up itself. Kaizen refers to the series of activities whereby instances of waste are eliminated one by one at minimal cost, by workers pooling together their wisdom and increasing efficiency in a timely manner. Kaizen activities typically emphasize manual work operations rather than equipment.

Kerning: In typography, the reduction of letter spacing between certain character combinations in order to

reduce the space between them, performed for aesthetic reasons.

Kiss Die Cut: To die cut the top layer, but not the backing layer, of self-adhesive paper. Also called face cut.



LACSLink®: Locatable Address Correction Service is a secure dataset of converted addresses that primarily arise from the implementation of the 911 system, which commonly involves changing rural-style addresses to city-style addresses. The LACSLink Product also contains existing city-style addresses that have been renamed or renumbered. This is one of many address hygiene products that can be used to clean mailing lists.

Laminate: To bond a plastic film by heat and pressure to a printed sheet for protection and appearance.

Landscape: A page format in which the correct reading or viewing orientation is horizontal; the width of the page is greater than its height. See also Portrait.

Layback: The portion of a printing plate used in offset lithography that does not print, typically considered the region between the plate edge and the gripper margin, plus the gripper margin.

Layers: A function of graphic arts software that allows the user to assemble, organize, and re-edit their artwork.

Layout: [1] Width of substrate that can be printed from a cylinder.
[2] Identification of field length and positions within a data file.

Leading: The vertical spacing (measured in points) between lines of text.

Length Recording System: System that records the difference in length between the various inks offset on the substrate by the plates in the different printing towers, in order to correct this.

Letterspacing: In typography, the space between typeset letters or other characters.

Leverage: A technique to multiply gains and losses.

Line Art: Any illustration material that contains no halftone, continuous tone, or tinted images. Pen-and-ink drawings are line art.

Line Length: In typography, the overall width of a typeset line, usually the area between two margins.

Line weight: Line weight is a term referring to the thickness of a printing line. Sometimes shapes are drawn with a line weight of zero and then the fill color is used to define the shape.

Linear Perforation: Perforation linear on the length of the substrate.

Logos: Are unique visual business identifiers. A logo is an image that acts like a business signature, identifying the company and differentiating it from the competition. Although not a requirement, many logos illustrate the nature of the business and/or the nature of its products/services.

Logotype: In typography, a symbol representing a company or product.

Loss: Waste in material that occurs during make-readies.

Low-Resolution: Descriptive of an image— either on a computer display or in printed form—that has a low number of dots or pixels per square inch.

M

Machinable: When a mailing piece physically fits within the specifications of the USPS to run on their automation equipment.

Machine: Piece of equipment that is fundamental to the operation.

MAIL.DAT: A group of predetermined formatted ASCII text files which are created through PRESORT software which contain predefined information utilized in the submission of mail to the USPS.

Make-Ready: Make-ready time is the time it takes to change over from the production of one product to another, from the instant of the last component of one type is finished, to the production of the first good sample of the next type of component. It includes all the time needed for changeover of the dies, cutting tools, etc.

Makeready: [1] All activities required to prepare a press or other machine to function for a specific printing or bindery job, as compared to production run. Also called setup. [2] Paper used in the makeready process at any stage in production. Makeready paper is part of waste or spoilage.

Markup: To write on, edit, and make changes to a hardcopy, layout or mockup.

Master page: A feature found in page layout software that allows the user to create a repeatable page layout. Elements like page numbers are created once on a master page. This allows the user to avoid adding the numbers to successive pages manually.

Masthead: In newspaper and magazine publishing, the listing of

the publication's staff, management, address, etc., commonly printed toward the beginning of the publication. That term masthead is often confused with the flag or logo, which is a newspaper or other publication's nameplate.

MediaPlatter: GLS' branded DAM solution.

Merge/Purge: Process of combining two or more lists or files, simultaneously identifying and/or combining duplicates and eliminating unwanted records.

Meter: To apply postage to a mailing piece through an authorized meter that stamps an image onto the envelope identifying the mailer and the amount of postage due.

MFI: Abbreviation for Measurement for Improvement.

Mockup: Is a scaled or full-size model of a design, used for design evaluation, it enables testing of a design. [1] Mock-ups are used by designers mainly to acquire feedback from users. Mock-ups address the idea captured.

Model of Acceptance: Example of a print that is checked with the customer.

MQ: Abbreviation for Management Question.

N

N/C: Noncompliance (N/C); Relative to auditing; the system or process is not being followed, is undocumented, or does not demonstrate effective results.

NCOA: Abbreviation for National Change of Address, USPS system for providing change of address information to mailers via magnetic

tape. This is one of many address hygiene products that can be used to clean mailing lists.

NCOALink: National Change of Address process which will supply a change of address for a consumer or business that has filed a valid COA with the USPS within the last four years.

NCPR: Nonconforming Product (or Process): see all PE. Report completed by department managers for a Printer Error (PE) greater than \$300 for a job. The NCPR includes a problem description and the problem fix for the specific error.

Nested: Signatures assembled inside one another in the proper sequence for binding, as compared to gathered. Also called inset.

Nesting: Placing one enclosure within another before inserting in the mailing envelopes.

Non-Automation: When a mailing piece does not include correct address components and is missing the ZIP+4 and DPBC

Non-Machinable: When a mailing piece physically does not fit within the specifications of the USPS to run on their automation equipment

Non-Value Added: Refers to the elements of production that add no value to the customer (the customer is not willing to pay for non-value added items but raise costs for ENPOINTE). For example, the actually “printing” is value-added, or the cutting, etc. However, the transportation from printing to cutting is a non-value added function that the customer is not willing to pay for.



OE: Abbreviation for Open End (of an envelope).

OEE: Abbreviation for Overall Equipment Effectiveness.

Off Line: [1] Descriptive of binding and finishing operations which are performed separately from printing process or from each other, as opposed to in-line processes. [2] In computing, the term off-line refers to the state of a computer, network node, printer, etc., that does not have an active connection to the network, controller, or other system.

Offset Printing: Printing technique that transfers ink from a plate to a blanket to paper instead of directly from plate to paper.

Offset: Printing technology that utilizes an aluminum plate to transfer (or “offset”) an inked image to a rubber blanket and then to the substrate.

Operation: Any action performed by man, machine, or equipment on raw materials, intermediate, or finished products.

Orphan: In typography, the last line of a paragraph when it is less than one-third the width of the line—especially when it is the carry-over of a hyphenated word—carried to the top of a new page or column.

OSE: Abbreviation for Open Side (of an envelope).

Over Run: Additional printed matter beyond order. Overage policy varies in the printing industry. Advance questions avoid blind knowledge.

P

Package: (see also “PrintStream package”) 1 or more components sold as a distinct item to the customer (customers unit of order).

Page layout: Examples of a page layout are the pages in magazines or brochures. Page layouts are created by placing objects (text, images, pictures, etc.) on a page. The whole design of a single page in a magazine is a page layout.

Pagination: In the book arena, the numbering of pages.

Palette: The collection of colors or shades available or used in a project, graphic system, or program.

Pantone Matching System (PMS): The Pantone Matching System is used for specifying and blending matched colors.

Paper Tear: Tearing of paper by circumstances and press.

PDF: A Portable Document Format (pdf) file is a self-contained cross-platform document. In plain language, it is a file that will look the same on the screen and in print, regardless of what kind of computer or printer someone is using and regardless of what software package was originally used to create it.

PE: aka Printer Error (also see NCPR); Additional cost reported to a job due to an error. Errors are relative to product or process requirements (see job ticket and department SOP). Additional costs include any materials, tooling, or processing e.g., inspection, sorting, re-doing, reworking, etc... to assess, correct, or to replace any real or potential issues with the job. Printer errors are reported as “S” (scrap / spoilage) through shop floor data collection in Print Stream and

are reviewed as part of the job costing process. Printer errors greater than \$300 in additional cost to the job require an NCPR to be generated by the department manager where the error originated.

PECOM: Abbreviation for Process Electronic Control for Organization and Management.

Perfect Bind: To bind sheets that have been ground at the spine and are held to the cover by glue. Also called adhesive bind, cut-back bind, glue bind, paper bind, patent bind, perfecting bind, soft bind and soft cover. See also Burst Perfect Bind.

Perfecting: The printing of the reverse side of an already-printed sheet, especially when it is performed on a perfecting press, utilizing either special transfer cylinders or printing units to simultaneously print on two sides during one pass through the press. See Perfecting Press. Printing on the reverse side of a printed sheet by means of successive passes through a press is commonly referred to as backing up.

PESTEL: Abbreviation for Political, Economical, Social, Technological, Environmental, and Legal.

PHI: Protected Health Information (PHI)—Includes the linkage of actual or potential medical status to an individual: Electronic or physical, relating to past, present, or future health, concerning physical or mental health, relating to condition of individual, provision of services or payment for care services, linkage to individual via an means such as address, phone, SSN, email address, medical account number, photo, vehicle ID, IP address, etc.

Pica: A basic unit of measurement in typography. One pica equals 12 points, and 6 picas equal approximately 1 inch.

Picking: Rupturing or other deformation of a paper's surface caused during ink transfer by the force of a sticky ink either separating the layers of a paper, forming a blister-like protrusion in the paper, or removing portions of the paper's coating. Picking occurs when the force of an ink film exceeds the paper's pick resistance, or surface strength.

Pinfeed: Punching of holes in substrate in order to process it more consistently at finishing.

Pixel: Short for picture element, a dot made by a computer, scanner or other digital device. Also called pel.

Plate: Piece of paper, metal, plastic or rubber carrying an image to be reproduced using a printing press.

Platemaker: [1] In quick printing, a process camera that makes plates automatically from mechanicals.
[2] In commercial lithography, a machine with a vacuum frame used to expose plates through film.

PMS: Obsolete reference to Pantone Matching System. The correct trade name of the colors in the Pantone Matching System is Pantone colors, not PMS Colors.

PNG: Portable Network Graphics format. PNG (usually pronounced "ping") is used for lossless compression. The PNG format displays images without jagged edges while keeping file sizes relatively small, making them popular for web design uses.

Point (Point Size): Unit of measurement commonly used to specify type size. There are twelve points in a pica and 72 points in an inch.

Pop-Up: Die-cut brochure or other piece of printed advertising designed to rise or "pop-up" when opened by the recipient.

Portrait: A page format in which the correct reading or viewing orientation is vertical; the height of the page is greater than its width.

Position-Zero: Calibrated starting position of cylinders.

POSTCASS: A process which will remove undeliverables from mailing.

Postscript: Industry standard object oriented language for handling files intended for output to printers and press.

PPI: Pixels Per Inch. A expression of the resolution of a continuous tone image. Basically the same as DPI.

Preflight: Pre-production evaluation of files.

Prepress: All the steps required to transform an original into a state that is ready for reproduction by printing. Prepress includes art and copy preparation, image assembly and imposition, and platemaking.

Prepress Proof: Any color proof made using ink jet, toner, dyes or overlays, as compared to a press proof printed using ink. Also called dry proof and off-press proof.

Presort: A process which will sort a mailing file into a USPS required sequence in order to receive postage discounts. It also produces required paperwork or electronic files in order to get the mailing submitted to the USPS.

Press Check: Event at which make-ready sheets from the press are examined before authorizing full production to begin.

Primary Colors: Any set of colors within a particular color system that are the most basic colors for that system. All other colors can be produced from the primaries, but

the primaries cannot be produced by combinations of other colors.

Prinergy: Premedia Workflow system.

PrintStream Drop: (see also “drop”) Any outbound package sent via USPS linked to a specific marketing group.

PrintStream Hat: (see also “hat”) An item that does not exist in inventory and/or we have not been instructed as to where the product should be routed.

PrintStream Package: (see also “package”) 1 or more components sold as a distinct item to the customer (customer unit of order).

Process: A continuous flow by which raw materials are converted into finished goods.

Process Colors: The printing of “full color” images utilizing a photographic color separation process in which each of three primary colors—cyan, magenta, and yellow, plus black—are separated from the original art and given their own printing plate.

Process Layout: Arrangement of machines according to the kind of processes.

Product Layout: Arrangement of machines according to the kind of product.

Proof: Prototype of product according to customer requirements.

Protractor: Sheaf with which to set degrees.

.PSD: Photoshop image file.

Pull Quote: In magazine publishing (and occasionally elsewhere), a small extract of text is pulled from a story or article and set off from the main text, often in a larger point size and/or different typeface, and may be surrounded by a border or rule. Often used for emphasis.

Punch Shaft: Punches holes in substrate in order to document it when used by customer.



Quark Xpress: Less commonly used page design and layout program.

Quick Fastener Frame: Frame with which the perforators can be fastened quickly instead of with screws.



Raster Graphics: Alternate term for bitmapped graphics. See Bitmap.

Rasterize: An image is said to be rasterized when converted from vector image format (such as PostScript) to a bitmapped image.

RDI™: The RDI™ Product allows customers to determine whether an address is classified as residential or business in the USPS® Address Management System (AMS) database. Addresses processed using the RDI data return an indicator denoting ‘Yes’ for Commercial or ‘No’ for Residential.

Register Marks: Small designs, shapes, or other patterns (most commonly a circle or oval with a cross through it) placed in non-image areas of negatives, positives, color separations, and plates to ensure correct register—or alignment—of successive colors and/or images.

Registration: The extent to which successively printed colors or images are positioned on the final print, with respect to each other or to their position on the original copy.

Replacement: Changing the cylinder size of the press from for example 24" to 26".

Repro: Department of reproduction where among other things the plates for the web offset presses are made.

Resample: A function available in image editing that allows the user to change the resolution of the image while keeping its pixel count intact.

Resolution: The resolution of an image is an important factor in determining the attainable output quality. The higher the resolution of an image, the less pixelated it will be and the curves of the image will appear smoother.

Retained Earnings: Those earnings of a company that are not distributed as dividends.

RGB: Abbreviation for red, green, blue, the additive color primaries.

RIP: Abbreviation for Rast Image Processing—converting of source file into Prinergy.

ROI: Abbreviation for Return on Investment.

Rough: A sketch or enhanced thumbnail of a page design or layout that depicts a somewhat accurate representation of the final size and position of all page elements. Roughs are usually drawn on tracing paper by hand. A more formalized design sketch is a comprehensive layout.

RQ: Abbreviation for Research Question.

Rubber Blanket: Blanket that transfers ink from the plate to the substrate.

Run: Production of one roll of substrate. An order can consist of various runs.

S

Saddle Stitch: To bind by stapling sheets together where they fold at the spine, as compared to side stitch. Also called

pamphlet stitch, saddle wire and stitch bind.

Sales forecast: The prediction of a company's sales over a given period, used as the key input to the short-run financial planning process.

Sample "A" (Lettershop): Completed piece PLUS personalization from Lettershop with fictitious names; (i.e. Sample A. Sample).

Sample (Print): Completed piece that is sent to the customer; see also "sample non-personalized" for Lettershop

Sample Duplicate Live Names (Lettershop): Completed piece PLUS personalization from Lettershop with duplicate live name; (i.e. Sample A. Sample).

Sample Non-Personalized (Lettershop): Completed piece that is sent to the customer "before" any lettershop personalization; see also "sample print".

Sans Serif: In typography, characters (or typefaces) without serifs, which are lines crossing the free end of the stroke. "Sans serif" means "without serif".

SAS70: (now called SOC2) Statement on Auditing Standards No.70 (SAS 70) is an internationally recognized auditing standard developed by the American Institute of Certified Public Accountants (AICPA) in 1992. It is used to report on the "processing of transactions by service organizations", which can be done by completing either a Type I or a Type II audit. A SAS 70 Type I is known as "reporting on controls placed in operation", while a SAS 70 Type II is known as "reporting on controls placed in operation" and "tests of operating effectiveness".

Scale: The act of—or the computer function that facilitates—altering the size of an image or font proportionately.

Score: To compress substrate along a straight line so it folds more easily and accurately. Also called crease.

Seed Name: Name planted on a list by the list owner to monitor the list and the progress of the mailing.

Self Cover: Usually in the book arena, a publication not having a cover stock. A publication only using text stock throughout.

Self-Mailer: A direct mail piece mailed without an envelope.

Serif: In typography, an all-inclusive term for characters that have a line crossing the free end of a stroke. The term serif refers to both that finishing line and to characters and typefaces that have them.

Setup: Time from when the good counter is turned off on the previous job until it is turned on for the new job.

SFI: Sustainable Forestry Initiative (SFI)—covers key values such as protection of biodiversity, species at risk and wildlife habitat; sustainable harvest levels; protection of water quality; and prompt regeneration.

Sheet: Sheet of substrate in contrary to a roll.

Sheet-fed: Feeding the press with sheets in contrary to rolls.

Sheetfed Press: Press that prints sheets of paper, as compared to a web press.

Sheetwise: Printing both sides of a sheet of paper in which one side is printed, then the printed sheets are turned over and printed with another plate, the sheets retaining the same gripper edge and side guide.

Signature: Printed sheet folded at least once, possibly many times, to become part of a book, magazine or other publication.

Sign-off file: A data file that only contains those records that will be used to produce the mail pieces used to obtain approval from the client.

Slip Sheets: Separate sheets (stock) independent from the original run positioned between the “printed run” for a variety of reasons.

Slit Lines: Only for stickers. Incision at the back of the substrate, making it easier to take the sticker from the substrate.

Slitting: In printing or in binding and finishing, the cutting of a large press sheet into two or more smaller sheets.

SMED: Abbreviation for Single Minute Exchange of Die.

SOC2: (replaces SAS70 and SSAE16) Service Organization of Controls (SOC); Report on Controls at a Service Organization Relevant to Security, Availability, Processing Integrity, Confidentiality or Privacy (see also SAS70 and SSAE 16).

Soft Copy: Any page, document, publication, or other data that exists on a computer display, rather than as a printout, or hard copy.

SPII: Sensitive Personally Identifiable Information (SPII)—Is non-health-related information which the federal government deems protected from public disclosure. The following are always SPII—drivers license#, Social Security Number, bank account numbers or credit/debit card numbers. Other data is considered SPII if grouped with unique identifiers like phone or address. This includes citizenship status, passport number, full date of birth, authentication info such as mother's maiden name, names of financial assets owned, student ID numbers, last 4 of SSN, fingerprint identification number (FIN), etc.

Splitting: Splitting of the substrate in two separate roll outs.

Spread: In page layout and printing, any two facing pages of a book, magazine, newspaper, or other publication.

SSAE16: (replaces SAS70) Statement on Standards for Attestation Engagements (SSAE) No. 16 is an attestation standard put forth by the Auditing Standards Board (ASB) of the American Institute of Certified Public Accountants (AICPA) that addresses engagements undertaken by a service auditor for reporting on controls at organizations (i.e., service organizations) that provide services to user entities, for which a service organization's controls are likely to be relevant to a user entities internal control over financial reporting (ICFR).

Standard Work: Creation of an effective work sequence with any waste. Work organized in such a way is called standard work.

Stat file: A data file that only contains those records which fit a specific criteria such as longest line, greatest number of lines and other various QC criteria.

Stat report: A listing of all the records contained on the Stat file used by laser and inkjet to QC records during sign-off and mail file printing.

Statement of Cash Flows: A cash flow statement is a financial statement that shows how changes in balance sheet accounts and income affect cash and cash equivalents.

Straight Perforation: Perforation straight on the length of the substrate.

Strain Control: Controlling the strain of the substrate going in the press.

Subhead: In typography, a secondary heading, often in a smaller point size and set below the primary head.

Subscript: In typography, characters set in a small point size and positioned below the baseline, also called inferior.

Substrate: Any surface or material on which printing is done.

SuiteLink®: The SuiteLink Product will provide improved business addressing information by adding known secondary (suite) information to business addresses, which will allow USPS delivery sequencing where it would not otherwise be possible. This is one of many address hygiene products that can be used to clean mailing lists.

Superscript: In typography, characters set in a smaller point size and positioned above the baseline, also called superior.

Swatch: Shorthand term for color swatch.

Swipe File: In graphic arts and design, a type of “scrapbook” or collection of examples of good design—such as published advertisements, page designs, etc.—from which an artist can draw for inspiration.

SWOT: Abbreviation for Strengths, Weaknesses, Opportunities, and Threats.



Technical Service: Department that supports the production in repairing, maintaining, and improving the machinery.

Template: In page layout, a background grid, image, or shape used to indicate

where page elements are to be inserted. Templates are used to define the default page layout for a publication.

Text wrap: A term used in page layout software, referring to the way text can be shaped around the edges of images.

Thumbnails: A small, crude sketch of a proposed page layout, usually generated in bunches during the brainstorming phase of design. Used primarily to seek approval as to which design warrants further development. A slightly more finalized layout sketch is known as a rough.

TIFF (Tagged Image File Format): A common graphic file format used for saving images such as scans, photographs, illustrations and logos.

Tip-On: An item (like a plastic card) glued onto a printed piece.

Tool: A device for adjusting fixtures and presses or for attaching fixtures to a press.

Tower: Complete set of cylinders and reservoirs that transfers one color to the substrate.

Toyota Production System (TPS): See also TPS. This is a continuous improvement term. The “Toyota Production System” (TPS) is the manufacturing system developed by Toyota which pursues optimum streamlining throughout the entire system through the thorough elimination of waste (non-value added) and aims to build quality in at the manufacturing process while recognizing the principle of cost reduction.

TPM: Abbreviation for Total Productive Maintenance.

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TQM: Abbreviation for Total Quality Management.

Tracking: In typography, the adjusting of the letterspacing throughout a piece of typeset copy. See Letterspacing.

Trap: Overlapping of two elements to prevent white gap.

Trim Size: The size of the printed material in its finished stage (e.g., the finished trim size is 5 ½ x 8 ½).

Turn Rod: Rod around which the substrate is turned in order to print the other side.

Type Family: In typography, a group of typefaces created by common design characteristics. Each member may vary by weight (bold vs. regular) and width (expanded vs. condensed) and may have related italic versions.

Typeface: In typography, a specific variation within a type family, such as roman, italic, bold, etc.

Typeset: Typing in words, content for a layout.

Typography: The art and process of specifying, setting, or otherwise working with print-quality type, as opposed to typewriting. Typography involves the proper placement, positioning, and specification of type to ensure not only maximum legibility but also high aesthetic appeal.

U

U&lc: Abbreviation for “upper and lower case” letters.

Uncoated Paper: Paper that has not been coated with clay. Also called offset paper.

V

UV Coating: Liquid applied to a printed sheet, then bonded and cured with ultraviolet light.

Value Added: Refers to the elements of production that add value (the customer is willing to pay for these). This would include the actual “printing”, or the cutting, etc. However, the transportation from printing to cutting is a non-value added function and the customer is not willing to pay for.

Vector graphic: Vector graphics are composed of paths. The detail of the image remains the same whether small in size or scaled larger.

Visual Controls: This refers to means by which managers and supervisors can tell at a glance if production activities are proceeding normal or not.

VSM: Abbreviation for Value Stream Map.

W

Walkover: See Crossover.

Washer: A flat disk placed beneath a nut, at an axle bearing, or a joint to relieve friction, prevent leakage, or distribute pressure.

Web Press: Press that prints from rolls of paper, usually cutting it into sheets after printing. Also called reel-fed

press. Web presses come in many sizes, the most common being mini, half, three quarter (also called 8-pages) and full (also called 16-pages).

Web-fed: Feeding the press with a web of substrate in contrary to sheets.

Webs: Rolls of substrate.

Weight: In typography, the lightness or darkness in print of a particular typeface, based upon its design and thickness of line.

White Space: The total amount of non-image areas on a page, particularly gutters and margins. White space also refers to the space on either side of typographic characters, which can be reduced with tracking.

Widow: In typography, the last line of a paragraph when it is less than one-third the width of the line, especially when it is the carry-over of a hyphenated word. Widow can also refer to one word or word part standing alone in a line of a heading or a caption.

Work’N Flop: (same as “Work’N Tumble” —ENPOINTE systems cannot support this verbiage, preferred ENPOINTE verbiage is to use Work’N Tumble for ENPOINTE jobs)

Work’N Tumble: (same as “Work’N Flop”) In prepress and printing, an imposition or layout in which one plate contains all the images (pages) to be printed on both sides of a sheet. Once one side of a job has been printed, the pile of printed sheets is turned over, the edge of the sheet that was the gripper edge for the first side becoming the back edge for the second side. After printing, the sheet is cut in half, yielding two identical units. Work-and-tumble layouts, with their use of different

gripper edges, may have registration problems. Sometimes known as Work-and-Tumble or Work-and Roll.

Work’N Turn: In prepress and printing, an imposition or layout in which a printing plate containing both the front and back of a sheet are mounted on the press at the same time and print on a double-size sheet of paper. Thus, half the sheet is the top printing, while the other half of the sheet is the “back printing.” When half the required number of sheets have been printed, the printed sheets are flipped over (keeping the same gripper edge) and run through again. This will result in the respective back printing on both halves of the sheet. After cutting the printed sheets in half, the job will be done, and it required half the number of impressions that would have been required with standard one-up printing.

Work’N Twist: (not common)—In prepress and printing, an imposition or layout in which one negative flat is used to make two images on a plate. After the negative has produced one image on the plate, the flat is rotated 180° and a second exposure made. Work-and-twist layouts are used in two-up printing.

WYSIWYG: Abbreviation for “What you see, is what you get.”



Xerographic: Printing technique using electricity and light.

x-Height: In typography, the height of the lowercase letter “x” representing the most important area of a letterform for 90% of lowercase characters.



Zip Sort: Lettershop terminology for sorting letters in the order of the addressees’ zip code.

ZIP+4: A 4 digit number assigned by the USPS representing a group of mail stops



5 Why’s: This is also called 5W’s and 1H (who, what, where, when, why and how) are used in analyzing production processes. To search for the root cause of problems, moreover, instead of asking “why” once, it is repeated 5 times.

5S/6S: A systematic approach to workplace organization. Originally developed by Hiroyuki Horano, it 5S’ stand for Sort, Set In Order, Shine, Standardize, and Sustain. All of these 5S terms are encompassed by the 6th S, Safety.

One Team Driving Results, *Together*