

Offset versus digital printing, what do you really need?

Offset printing - is a printing method used for the highest of quality printing pieces like brochures, pocket folders and booklets. We recommend this process for jobs with quantities over 2000. Once you get below that quantity it is not economical to use this type of process. If you are getting a quote for offset printing, make sure that you get the quote for multiple quantities. What you will find is that usually the cost does not increase that much as your quantity increases since the cost for setup is the same no matter how many pieces you run. So the more you run the cheaper the cost will be per piece. With this process, you can apply a varnish coating to a printed surface to add a glossy or matte finish which will give your finished piece more pop.

Digital printing - is recommended for low volume pieces and is ideal for flyers, brochures, postcards and small posters with a max size of 12"x18". With digital printing you can easily get a quick proof on the actual stock and a more cost effective price for low quantity jobs. There are no minimum quantities for digital. The technology utilized in our digital press produces an image that can rival press quality in most cases. This allows you as the customer to order just a few copies and still get a great quality finished product.

Stock and finishing options, what do you really need?

Paper Stocks:

Coated Papers- Coated paper stock comes in various finishes easier to read especially if you have a lot of text in your design. A gloss finish is often used for printing pieces that contain a lot of photographs, images and graphics to make the images more vibrant. It comes in multiple varieties of text and cover weights.

Uncoated Papers- Uncoated paper stock is paper that has not been coated with a surface sealant. Uncoated is not recommended if your piece has a lot of photos or graphics because the colors won't appear as vibrant on this paper. Uncoated is recommended for printing pieces that require writing or signatures so that the ink will not smear. Uncoated stocks come in smooth or offset varieties in multiple weights of text and cover.

Bindery Finishing:

Fold formats- There are many different styles for folding jobs but the most common are 4 or 6 Page Fold, Gate Fold, Z- Fold and Roll Fold.



4 Page Fold



6 Page Fold



Gate Fold



Z Fold



Roll Fold

Saddle- Stitch binding (stapling)-The standard form of binding which uses folded pages in increments of 4 pages inserted into a folded cover, all of which are then stapled through the fold. This method is only suitable up to a limited number of pages (depending on the paper weight) as using too many will result in the finished job buckling and not lying flat.

Self-cover saddle stitch- The cover is printed on the same material as the text pages throughout and saddle-stitched.

Perfect binding-This method is often chosen for the distinct flat spine it creates, which is useful for documents that will be kept for reference on a shelf. Often used for documents or booklets which contain too many pages for Saddle-Stitch binding.

Coil binding-For coil binding the document is punched with small holes along the edge of the cover next to the spine. A plastic coil is then run thru the punches along the long edge to bind the document together. The main benefit of this method is that it allows the document to lie flat or be folded over. This method also lasts longer and will hold up to more physical abuse than perfect binding.

Placing an order and pre-press needs

Here are two options to send us your print ready files;

Print ready Pdf – Please note if your file has bleeds make sure to include at least a 1/8” bleed all around. Also if there are any changes needed during proofing you will need to submit a new print ready pdf to us or send the original native zip files so that we are able to make the changes you need.

Native Files – If you are providing native files please make sure to include all fonts, links, and graphics. Make sure to package the files and upload them as a zipped folder.

Proofing – Proofs will be provided for all new or revised orders. Reprints will be printed with no proof provided unless specifically requested on the D8 form.

D8 Link – <https://esbwebsav01.dshs.state.tx.us/printshopd8/> - If your print ready files are available for submission when you fill out the online order form you may use the easy upload link on the last page of the online order form by selecting the browse button and choosing upload from your computer. If you need any assistance with filling out the online D8 order form please contact Allyson Touchet @ allyson.touchet@dshs.state.tx.us.

FTP Instructions – If the print ready files are not ready for submission when the D8 order form is placed then please contact Allyson Touchet @ allyson.touchet@dshs.state.tx.us or Jennifer Rimes @ jennifer.rimes@dshs.state.tx.us for FTP instructions to be able to upload files directly to the system.

Thank you for using HHS Printing!