

Scott Witham

Print and Production Finishes for
Promotional_Items



Inspirational design is made real through print and production. Good printing and finishing will make a great job even better. Clever use of materials and unusual techniques will ensure that the work gains maximum exposure and praise.

This is every designer's dream—utilizing special finishes, pushing the boundaries of printing, and ensuring that the client keeps coming back for more. It is not an impossible dream. Far from it.

Even on a limited budget there's always room for experimentation. Why spend all the budget on a very expensive paper

stock? Find a cheaper one and use what's left to explore other avenues. What happens if you cross-fold, lay down a laminate, and apply a finish on top? Or print onto a metallic then die-cut the sheet? How far will a printer let you go with the funds available?

Every day as designers we should question and experiment, push and develop. It's the only way to keep things really interesting and well away from the mundane. After all, we are living at a time in which the ability and technology to publish outstanding graphic design at a relatively low cost are readily available. This publication

celebrates all that is special in print and production for promotional items from around the world. A celebration of bravery, outstanding effort, and simple good luck, it has been a pleasure to compile. You can't always predict the finished effect of the options you choose; you have to try them to find out. Push the boundaries, test the printer, and wow your client. Trust me. They will thank you for it.

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Traffic_Design_Consultants



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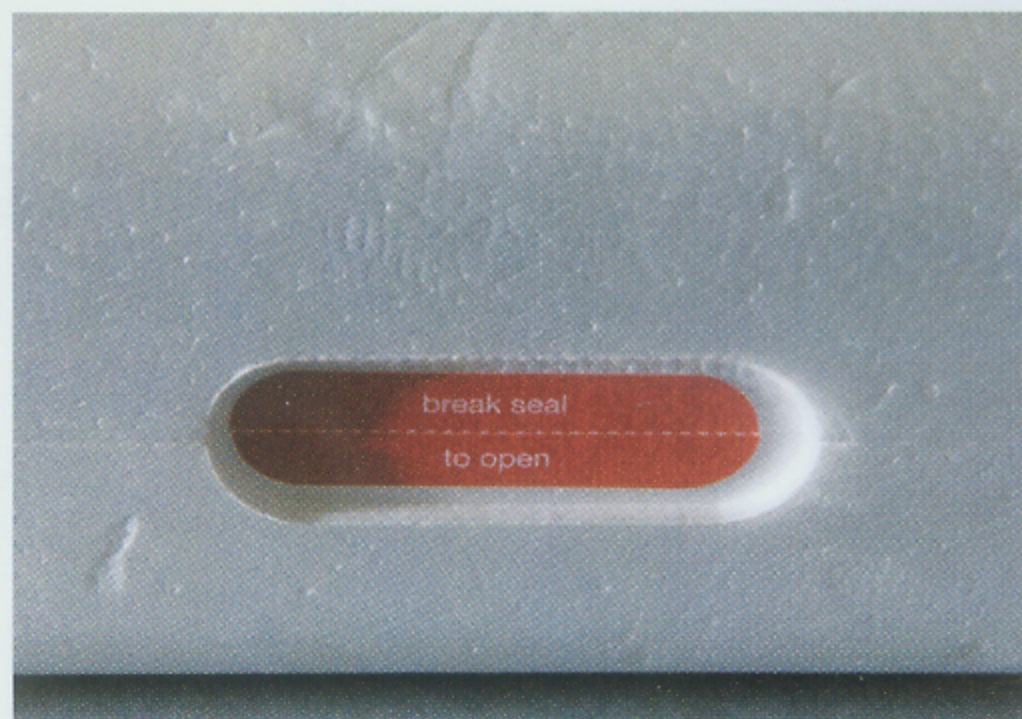
Teague

+Design Firm Turnstyle
+Website www.turnstylestudio.com
+Client Teague

+Creative Directors Ben Graham, Steve Watson
+Designers Ben Graham, Steve Watson
+Printer/Production Tempo Foam

The limited-edition (totalling 325) Teague portfolio mailer was intended to create awareness for Teague's unique design perspective as evident through its current body of work. Teague has been around for 80 years and is well known in the industrial design sector as a legacy company, but less well known for its more recent innovative work. The mailer aimed to communicate how Teague's 80 years of experience help to inform its work today.

This bespoke mailer was created with Domtar Luna Matte and a custom-made polystyrene box. It used conventional CMYK printing with a single spot color and was finished with an overall aqueous coating.





Polystyrene

Precision-molded polystyrene foam was created by California-based Tempo Foam from artwork supplied by Turnstyle. Molded and cast foam allows for fine detail in the finishing, in addition to being incredibly tough and durable.

