



EMBOSSING TIPS

Embossing is when an image is pressed in relief to achieve a raised surface on a medium, usually paper. The desired effect is to have the die “bottom out” or hit the paper at the point where the stretch of the material comes close to reaching its maximum limit without cracking or tearing.

CHOOSING A PAPER

- Embossing on heavier stocks will most often provide greater dimensional depth and detail.
- Long fiber sheets are the best sheets to emboss because they can handle a wide variety of embossing dies.
- Generally, stocks most receptive to embossing dies are uncoated, heavier in weight, and have a felt finish
- Coated, varnish or lightweight stocks may have a tendency to crack when embossed.
- Embossing with foil instead of ink can assist in eliminating cracking on coated stocks.
- Lightweight stocks often become brittle and crack if heat is applied to the embossing die.
- Textured stocks are best for blind embossing.
- Emboss with the grain of the paper to minimize cracking.
- Recycled paper can cause the embossing to be inconsistent from sheet to sheet.
- Recycled papers often become weak and risk cracking when heat is applied to embossing die.

SELECTING A DIE

- Refrain from using beveled edge dies when embossing and foil stamping as a combination emboss. The foil will not adhere to the beveled edge
- Beveled dies are generally brass with the edge of the image being sloped 30 to 50 degrees.
- Do not use magnesium with beveled dies.
- Multi-level sculpture dies work best for scorching and blind embossing.
- Consult a die maker or print supplier before making a final image selection for a die.
- When deciding upon a die, make sure the die maker knows what kind of stock you plan to use.
- Finely detailed images are best embossed with a shallow depth.
- Bold images are best for deeper embossing.

ARTWORK PREP CHECKLIST

- All type is at least 12 pt
- All strokes are at least 2 pt
- Images are prepared slightly larger than desired size
- To maximize depth, provide more letter spacing in words
- Do not use trapping on artwork adjacent to foil stamping or embossing
- Artwork to be embossed is solid color (no gradients or fades)
- Images are at least ½” away from edge of the stock being embossed