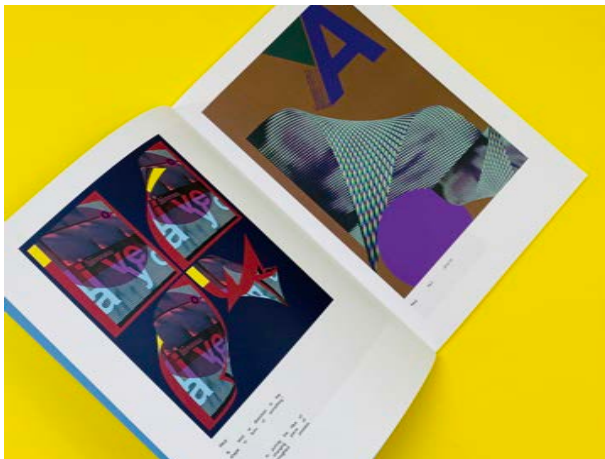


Final Major Project Printing Guide



We transform **your** ideas into print



Do spend a few minutes looking around the portfolio on our website to see what can be achieved and what the winning solutions were from previous years' students:

<https://www.exwhyzed.co.uk/portfolio/>

*All of the examples you see in this guide and on our website were printed by Ex Why Zed. We don't show off computer generated images or make believe projects like the other companies do. We *actually* print great work rather than just imagining we do :)

Final Major Project Printing Guide

Page 4. Reasons to use Ex Why Zed

Page 7. FMP Choices

Page 14. Pricing

Page 27. Print Journey

Page 33. File Set Up

Page 43. FAQs

Page 53. Ready to Order

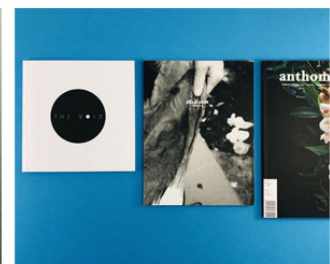
Print your FMP with Ex Why Zed and gain top marks!



I was looking to have a custom size magazine printed for my FMP for university. These guys not only provided that but the paper options were incredible. they talked me through the whole process, along with their online instructions, which made the process extremely simple.

The turn around was extremely quick and I was even sent more copies than what I'd ordered. I've already recommended these guys to my friends at Uni and would highly recommend to anyone else looking for high quality print work at a reasonable cost.

Sean Regan

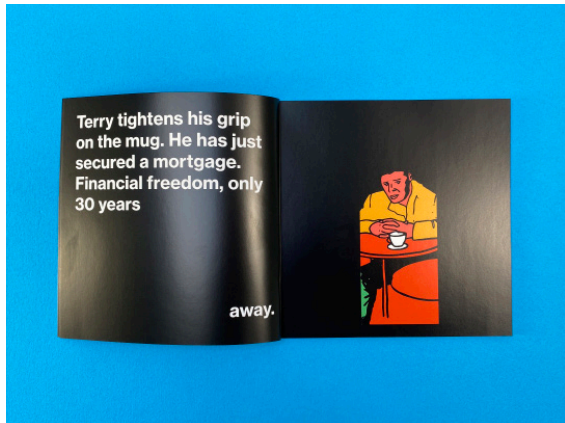
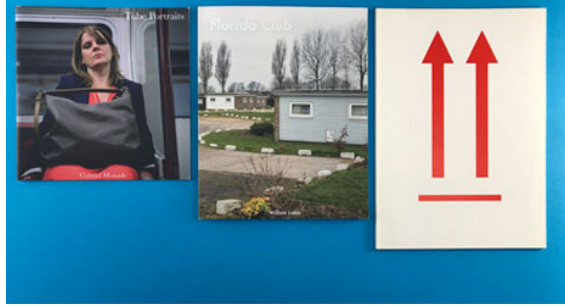




12 reasons why you should trust Ex Why Zed with your next project...

- We have been printing end of year University projects for 17 years so we know what works.
- Refreshingly responsive, friendly and patient customer service.
- Fast, deadline beating turnaround times.
- Free delivery anywhere in the UK. We regularly ship worldwide too.
- Free paper sample packs.
- Print 1 copy or more.
- Bespoke sizes and wow factor add ons.
- The highest quality Indigo digital and litho printing.
- Over 400 superb reviews on Trustpilot. People love what we do.
- Step-by-step print journey to guide you through the process.
- Super informative and helpful showcase video guides.
- Psst...we'll even show how to prepare print ready artwork.

An online company with real people :)



If you want to see a masterpiece, you go to the Tate.
 If you want to see a great goal, you go to Wembley.
 If you want to print a high quality Final Major Project, you go to Ex Why Zed.

We are lucky to have printed FMPs for students from:



We are just at the end of the phone, email and live chat to **answer your questions***.

We are not a faceless internet printer who takes your file then disappears.

*(Hey, even zoom too if you want?).



The process was incredibly easy from beginning to end. I contacted Ex Why Zed to print my Final Major Project and they were absolutely brilliant. It was easy to ask for quotes and paper samples. The guidelines were easy to follow and they were great for replying to all my questions!

My FMP looks fantastic and I honestly can't think of anything negative about my experience. I would highly recommend Ex Why Zed and will definitely be using them when I next need some high quality printing. Thanks so much!

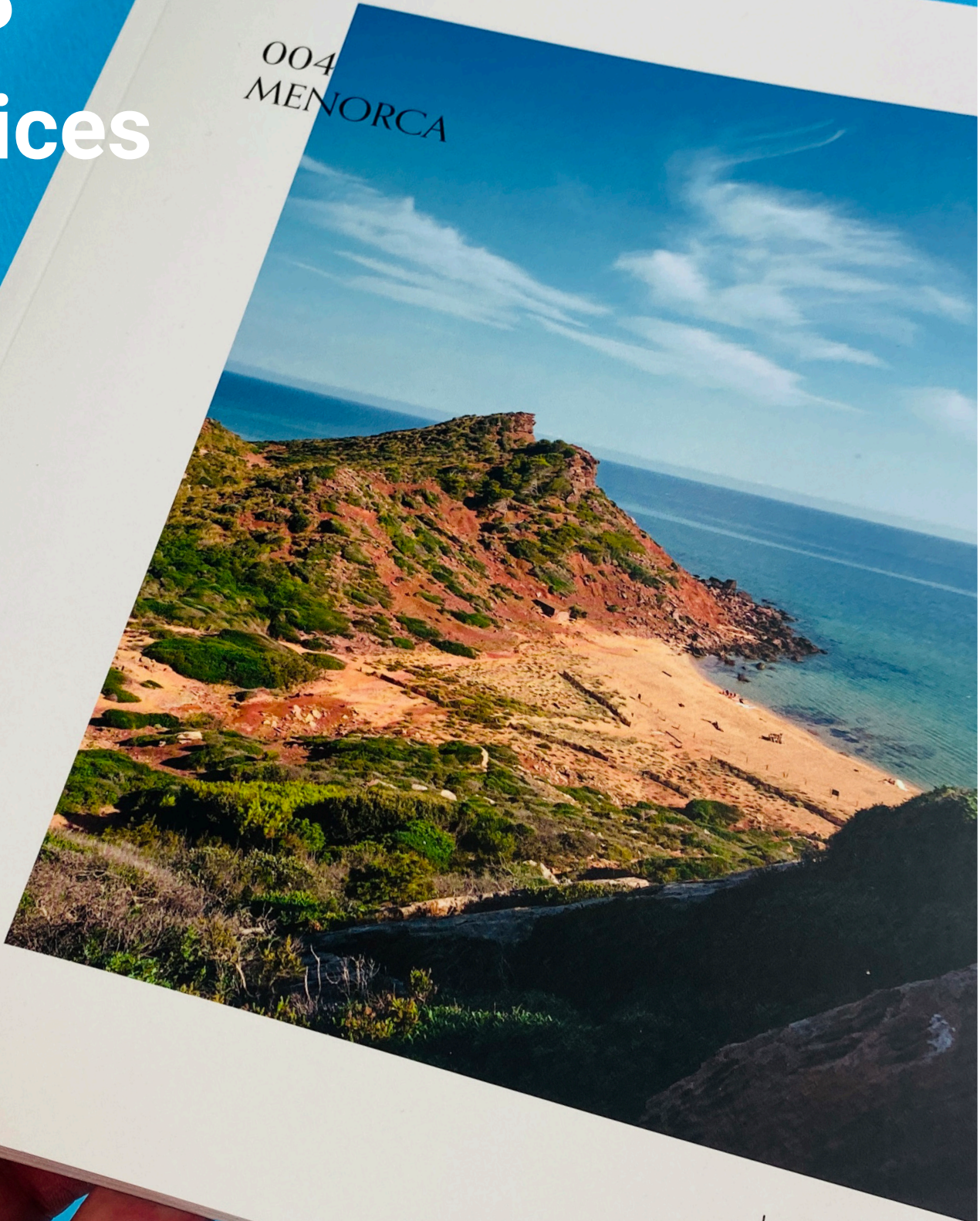
Hannah McNay

If we promise you a delivery date we **WILL** achieve it.

There are plenty of super cheap online companies who promise the world on their websites, take days before they even reply to your emails and when the work fails to arrive for your deadline, they will tell you the turnaround dates were “just a guide and not guaranteed”.

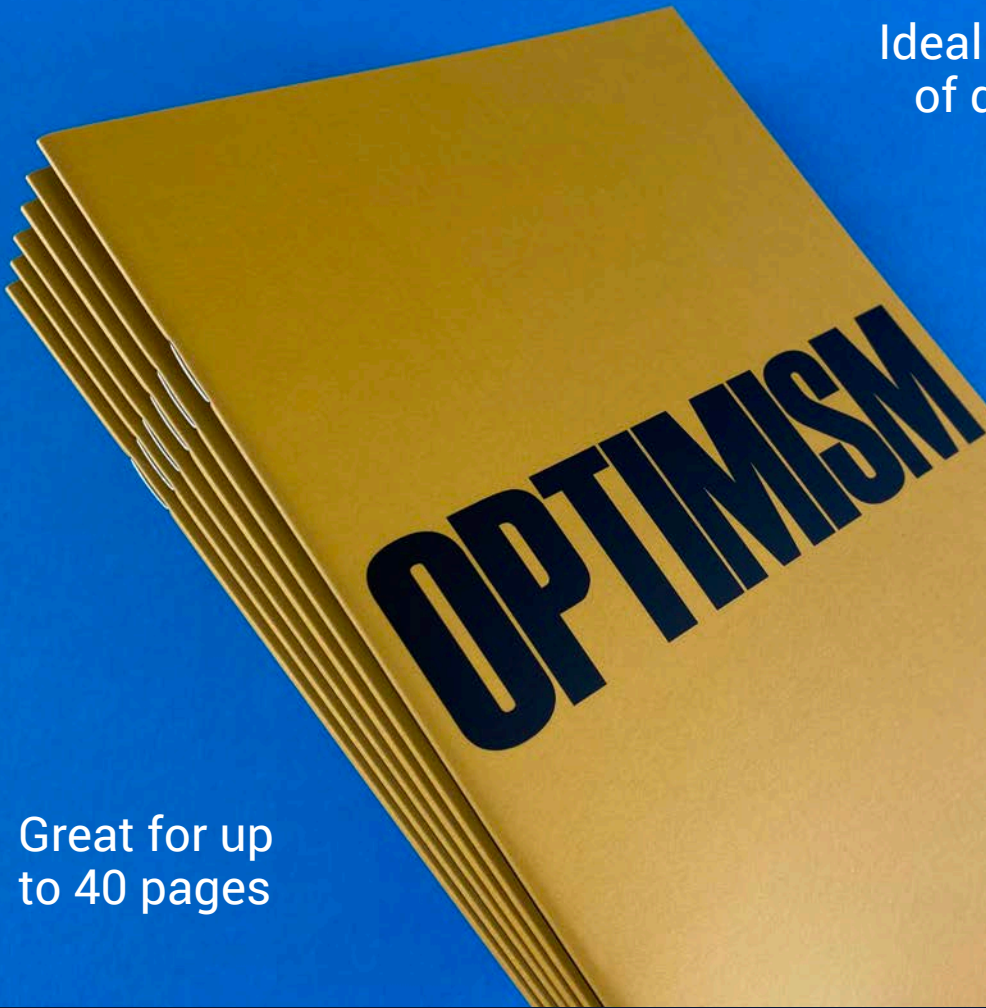
FMP Choices

004
MENORCA

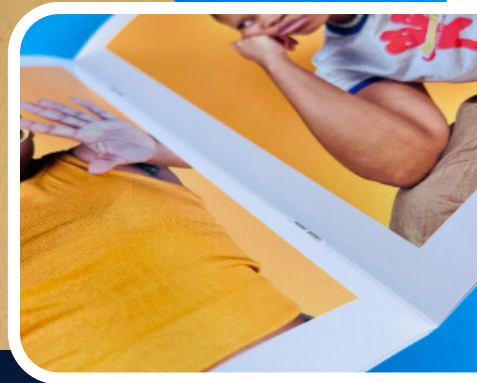


July 2022

Ideal to see the full width
of double page spreads



Great for up
to 40 pages



WIRE STITCHED (Staple bound) FINAL MAJOR PROJECTS

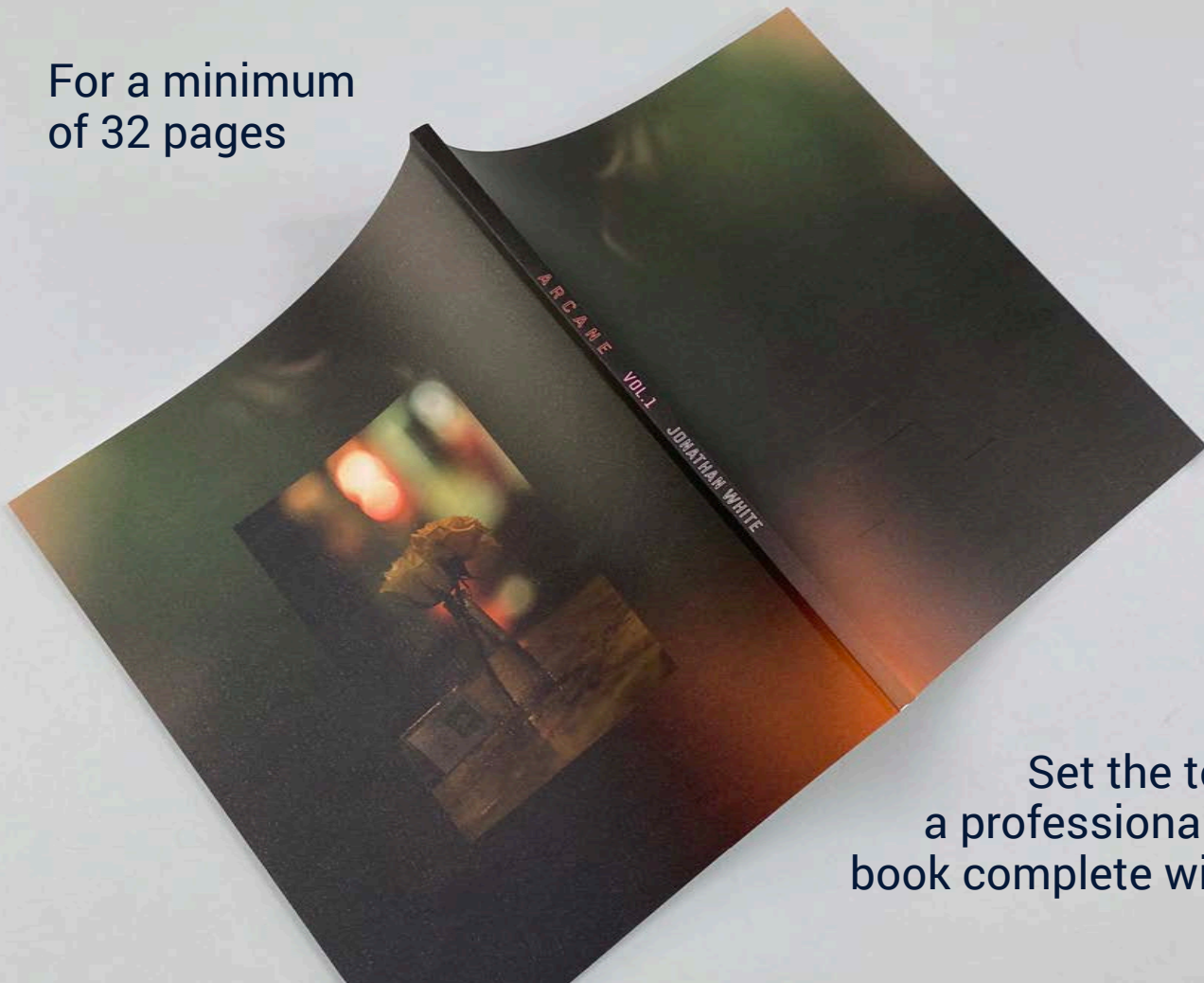
- The printed sheets are folded in half then bound with two staples on the spine.
- We need a minimum of 8 pages.
- Wire stitching works best for up to 40 pages but if you don't mind some bounce on the cover, then you *can* go up to 52. 52 max.
- It creates a booklet or magazine aesthetic at a cost-effective price.
- The number of pages **must** be a multiple of 4 (so 12,16,20,24,28).

Print 5 copies of a 24 page
A5 Wire Stitched FMP for
£48.

Delivered in 4
working days.



For a minimum
of 32 pages



Set the tone with
a professional looking
book complete with spine

PERFECT BOUND FINAL MAJOR PROJECTS

- Ideal for 32 pages or more because we need the inside page block to be at least 3mm thick. However, perfect binding works best with 40 pages or more.

- Supply us with two PDF files:
 1. The cover spreads including spine.
 2. The inside pages in reading order.

- You can add content down the spine. Maybe your name or the book's title?

- Click below for our guides on setting up perfect bound book covers.

>>>Video Guide

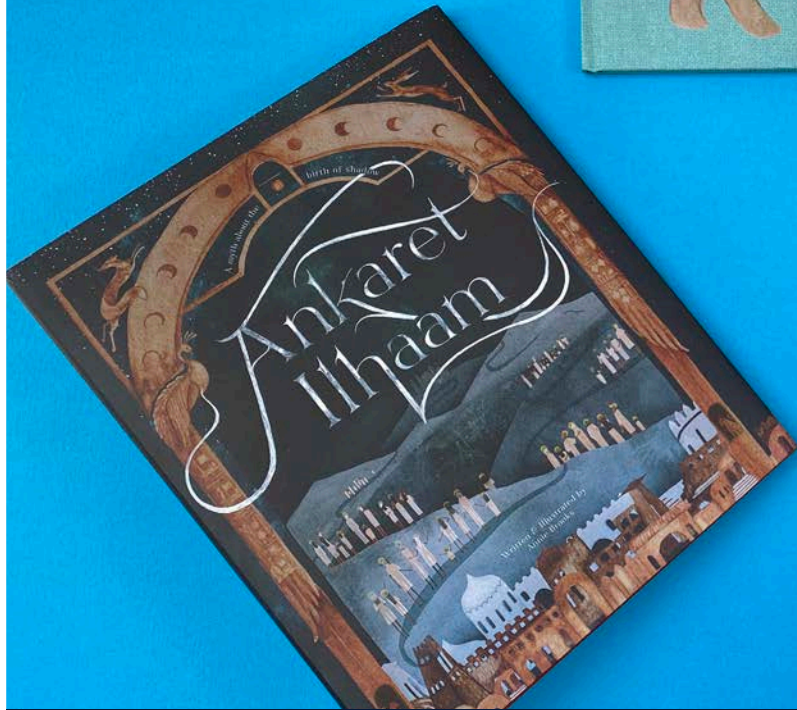
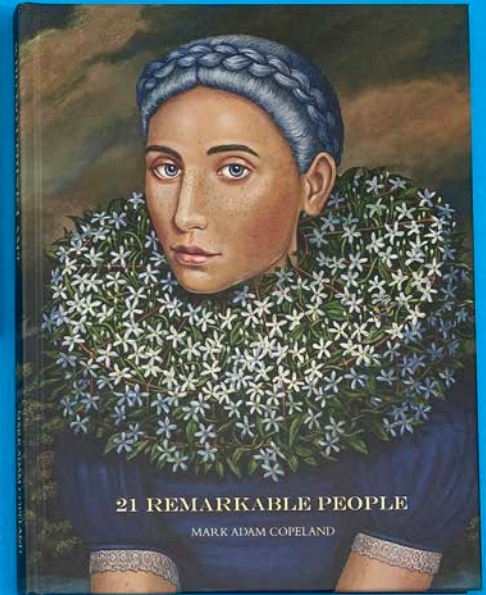
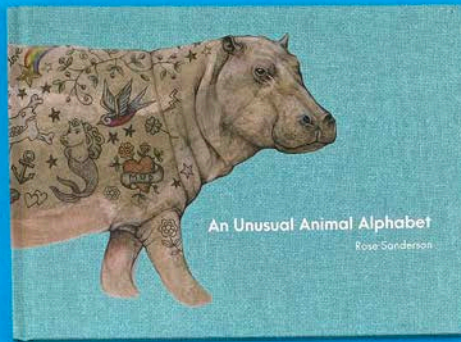
>>>Illustrated guide and instructions

Print 5 copies of a 40 page
A4 perfect bound FMP for
£70.

Delivered in
5 working
days



For a minimum
of 32 inside pages



HARDBACK (Case bound) FINAL MAJOR PROJECTS

A super impressive publication
with a hardback cover.

- You need an **absolute minimum** of 32 inside pages. (For less than 32, choose wire stitching).

- The file set-up process will be new to you, so allow extra time.

- Print **your** own artwork on the cover OR choose a material from Winter & Company then add a title in foil (this adds £460+ to the total cost).

Sizes Available:

- Portrait: From A6 up to A4.
- Landscape: From A5 up to A4.
- Square: 148x148mm to 294x294mm.

Print 5 copies of a
40 page A4 Hardback
FMP for £171.

Delivered in
7 working
days





A smooth paper with a slight sheen and great for colour reproduction.

SILK FINISH

Weights available:

For the inside pages:

115gsm
130gsm (default for insides)
150gsm
170gsm

For a light weight card cover:

200gsm
250gsm

For a thick card cover:

300gsm
350gsm

Watch our paper choices video:

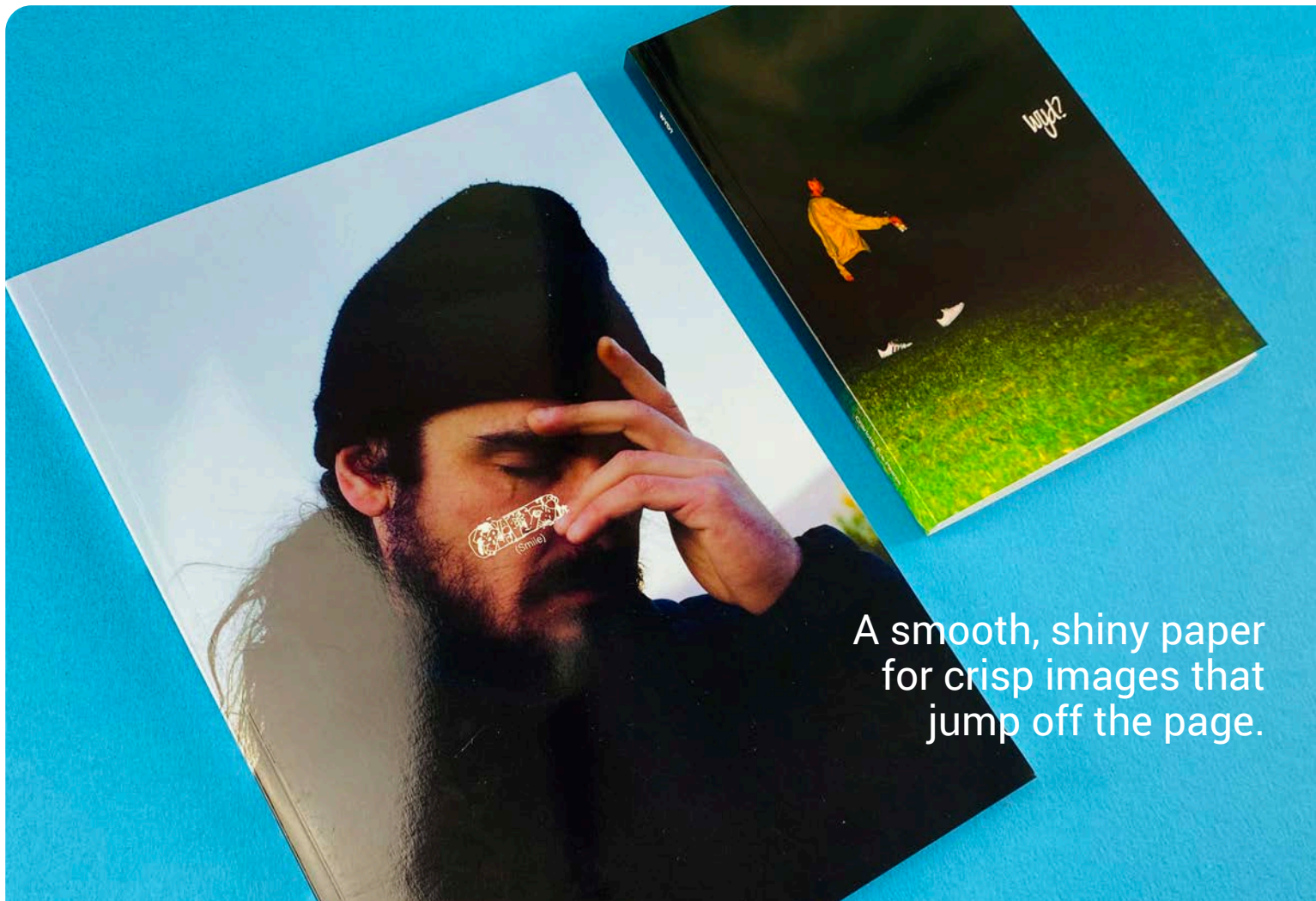
<https://www.youtube.com/watch?v=JTwAvIbm6pU>

Find more information and examples on our Paper Choices page

Still not sure?

Request a FREE paper sample pack.





A smooth, shiny paper for crisp images that jump off the page.

GLOSS FINISH

Weights available:

For the inside pages:

115gsm
130gsm (default for insides)
150gsm
170gsm

For a light weight card cover:

200gsm
250gsm

For a thick card cover:

300gsm
350gsm

Watch our paper choices video:

<https://www.youtube.com/watch?v=JTwAvIbm6pU>

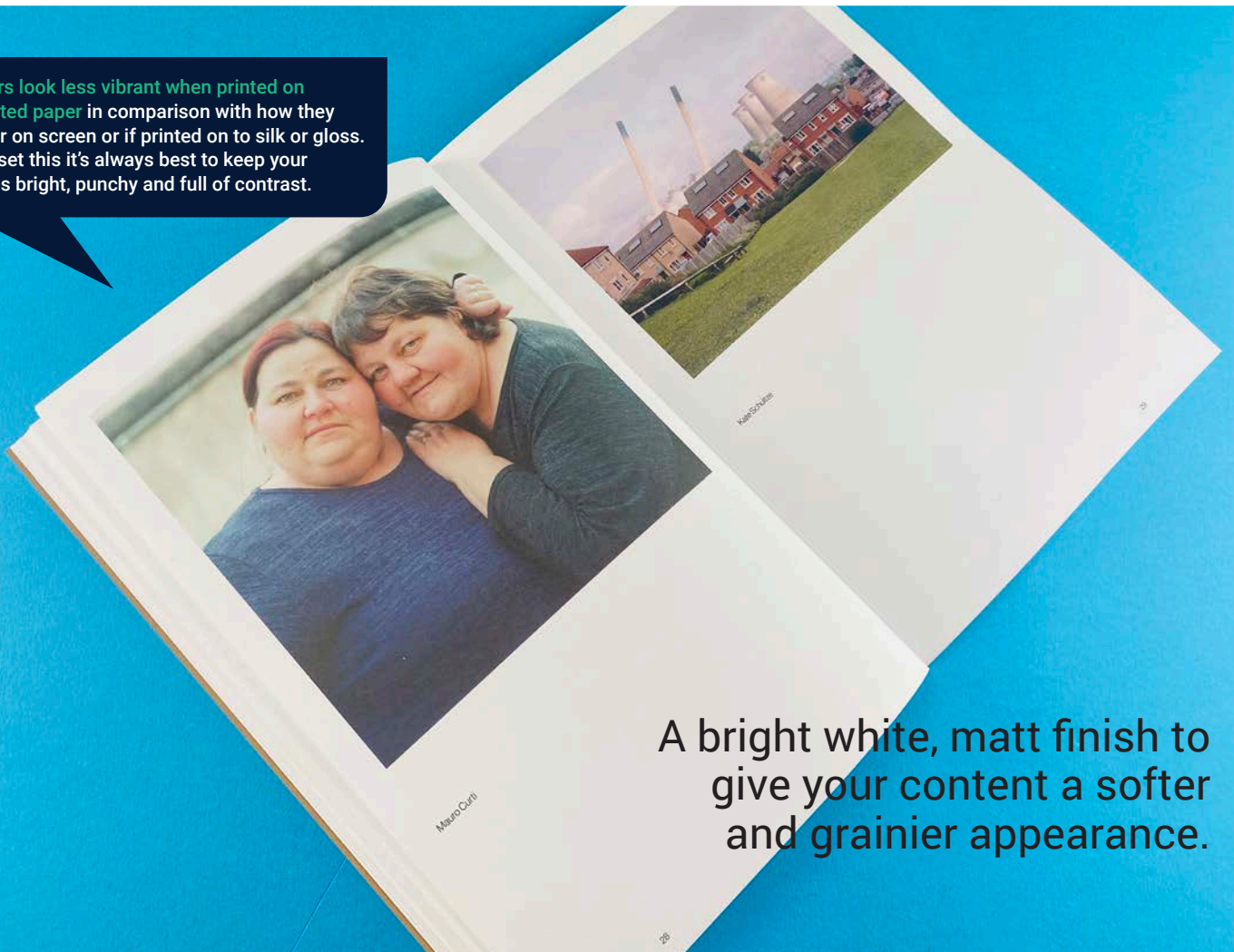
Find more information and examples on our Paper Choices page

Still not sure?

Request a FREE paper sample pack.



Colours look less vibrant when printed on uncoated paper in comparison with how they appear on screen or if printed on to silk or gloss. To offset this it's always best to keep your images bright, punchy and full of contrast.



A bright white, matt finish to give your content a softer and grainier appearance.

UNCOATED FINISH

Weights available:

For the inside pages:

100gsm

115gsm (default for insides)

170gsm

For a light weight card cover:

200gsm

240gsm

For a thick card cover:

300gsm

350gsm

For postcards only

(too rigid for book covers):

400gsm

Watch our paper choices video:

<https://www.youtube.com/watch?v=JTwAvIbm6pU>

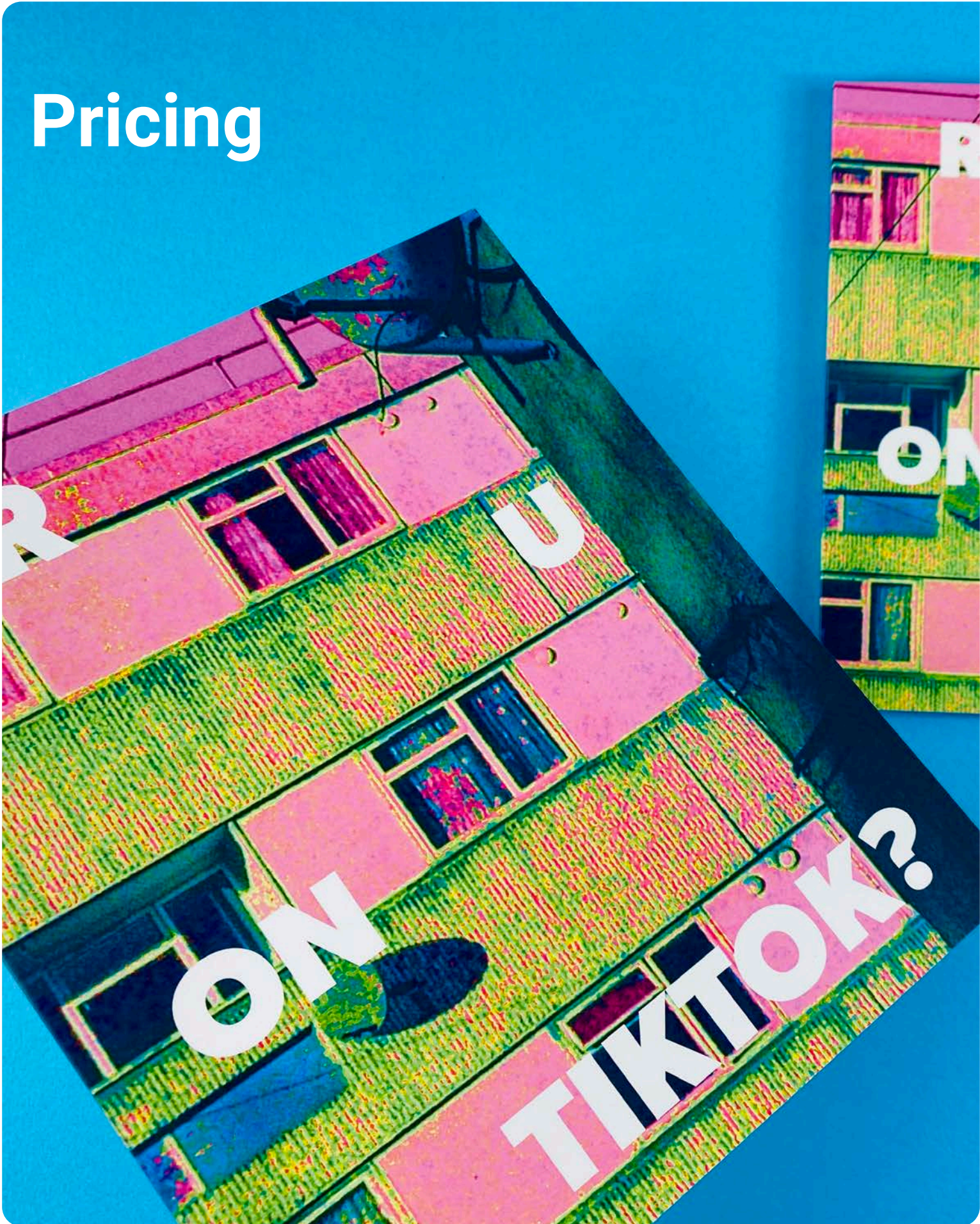
Find more information and examples on our Paper Choices page

Still not sure?

Request a FREE paper sample pack.



Pricing



The Basics

- **All of our FMPs are printed in full colour.** If you would like black print only, that's fine too but it will be the same price. 'Full colour' is also referred to as 'four colour printing' because we use Cyan, Magenta, Yellow and Black ink. These four colours then mix to make up the millions of colour combinations your artwork will contain.

- **You can have full bleed images** on every page, this is no extra charge.

- **Delivery to one UK address is FREE.**

We do also ship internationally and exported shipping is charged at our cost from the cheapest courier on the day.

- **FMPs do not have any vat on top** so our prices shown are the total price.

- As you have seen on the previous pages, there are **three binding methods to choose from**: wire stitching, perfect binding and hardback (case bound).

- Over the page you'll see our price spreadsheets. The number of pages is listed as 4+16pp that indicates 20 pages in total. Your 4 page cover *plus* 16 inside pages. We call it a 'four page cover' or '4pp Cover' because four of your pages will be printed onto a thicker card. These are the front cover, the inside front cover, back cover and inside back cover. So, if you have 20 pages in total, then you need to look at the 4+16pp prices. 32 pages would be 4+28pp, 44 pages would be 4+40pp etc etc.

- Our guide shows prices for A5, A4 / 210x210mm and 240x170mm FMPs. However, do feel free to design your publication at any bespoke size up to A4.

Email us on hello@exwhyzed.co.uk or call on 01206 766647 for quotes on 240x170mm Landscape and all other bespoke 'Non A' sizes.

Do I need lamination on my cover?

The short answer: when paper is printed, the ink sits on the surface. When it is then folded to make your cover, the ink can crack.

While you should never judge a book by its cover, this cracking will look unprofessional.

Lamination is a thin layer of protection which prevents the ink cracking. Win win. It comes in a matt or gloss finish.



How to use our Price Lists

1.

First up, choose the correct price list for your size and binding type.

1. A5 Wire Stitched
2. A5 Perfect Bound
3. A4 Wire Stitched / 210x210mm
4. A4 Perfect Bound / 210x210mm
5. 240x170mm Wire Stitched
6. 240x170mm Perfect Bound
7. A5 Hard Back
8. A4 Hard Back

Example Work Flow:

1. You are printing an A5 Wire Stitched booklet. So start by choosing that spreadsheet. 2. You would like a 300gsm silk cover with 130gsm silk inside pages so choose the top section. 3. There will be 24 pages so scroll down to the 4+20pp row. 4. You are thinking of 5 or 10 pages so read across to see 5 copies at £48 or 10 for £56. EASY!!

Helpful Notes:

Pricing, production and technical notes to digest and consider when choosing your print spec.

2.

Choose your paper finish: Silk, Gloss or Uncoated.

Notes: All prices include delivery by next day courier and cover lamination. A5 Portrait and A5 Landscape are the same price.
Silk and Gloss are the same price. Choose from matt or gloss for your cover lamination.

Cover 300gsm Silk. Inside Pages 130gsm Silk										
	1	2	5	10	20	25	50	100		
4+8pp	42	44	48	56	62	66	74	102		
4+12pp	42	44	48	56	62	70	88	118		
4+16pp	42	44	48	56	62	74	105	134		
4+20pp	42	44	48	56	62	78	114	146		
4+24pp	42	44	48	56	62	82	124	162		
4+28pp	42	44	48	56	70	86	133	178		
4+32pp	42	44	48	56	78	96	136	186		
4+36pp	42	44	48	56	84	104	147	210		
4+40pp	42	44	48	58	90	112	156	216		
4+44pp	42	44	48	66	98	117	157	225		
4+48pp	42	44	48	68	106	130	173	248		

Cover 300gsm Uncoated. Inside Pages 120gsm Uncoated										
	1	2	5	10	20	25	50	100		
4+8pp	42	44	48	58	62	66	78	99		
4+12pp	42	44	48	58	62	70	82	115		
4+16pp	42	44	48	58	62	74	92	133		
4+20pp	42	44	48	58	62	78	103	145		
4+24pp	42	44	48	58	74	86	113	161		
4+28pp	42	44	48	58	84	98	122	177		
4+32pp	42	44	48	58	88	103	131	194		
4+36pp	42	44	48	62	96	109	135	213		
4+40pp	42	44	48	66	104	114	145	218		
4+44pp						121	153	234		
4+48pp						125	161	248		

3.

Scroll down to the number of pages in your FMP.

Four pages will be printed on to a thicker card - front cover, inside front cover, inside back cover and back. We call this a 4 page cover, "4pp". So if your book has 40 pages in total, use the 4+36pp prices.

4.

Read across to the number of copies you are printing.

Can I mix paper types?

Yes. For example, you could have a silk cover and uncoated inside pages. Use the Uncoated prices. Or you could have an Uncoated cover and gloss inside pages, again use the prices shown for Uncoated.

Do you offer student discount?

Our prices in this guide are heavily subsidised to help you out. We also offer FREE delivery, FREE paper sample packs and you can add more pages for FREE (notice in a lot of instances the price for 40 pages is the same as 12)...so add more content!

A5 Wire Stitched

Notes: All prices include delivery by next day courier and cover lamination. A5 Portrait and A5 Landscape are the same price.

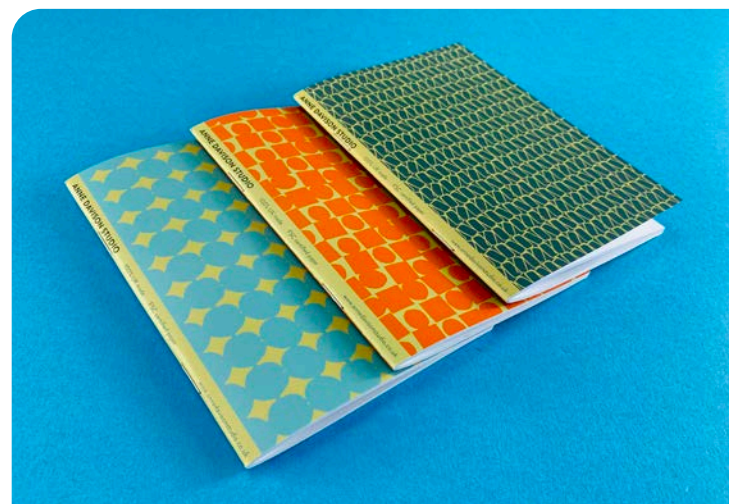
Silk and Gloss are the same price. Choose from matt or gloss for your cover lamination.

Cover 300gsm Silk. Inside Pages 130gsm Silk

	1	2	5	10	20	25	50	100
4+8pp	42	44	48	56	62	66	74	102
4+12pp	42	44	48	56	62	70	88	118
4+16pp	42	44	48	56	62	74	105	134
4+20pp	42	44	48	56	62	78	114	146
4+24pp	42	44	48	56	62	82	124	162
4+28pp	42	44	48	56	70	86	133	178
4+32pp	42	44	48	56	78	96	136	186
4+36pp	42	44	48	56	84	104	147	210
4+40pp	42	44	48	58	90	112	156	216
4+44pp	42	44	48	66	98	117	157	225
4+48pp	42	44	48	68	106	130	173	248

Cover 300gsm Uncoated. Inside Pages 120gsm Uncoated

	1	2	5	10	20	25	50	100
4+8pp	42	44	48	58	62	66	78	99
4+12pp	42	44	48	58	62	70	82	115
4+16pp	42	44	48	58	62	74	92	133
4+20pp	42	44	48	58	62	78	103	145
4+24pp	42	44	48	58	74	86	113	161
4+28pp	42	44	48	58	84	98	122	177
4+32pp	42	44	48	58	88	103	131	194
4+36pp	42	44	48	62	96	109	135	213
4+40pp	42	44	48	66	104	114	145	218
4+44pp						121	153	234
4+48pp						125	161	248



A5 Perfect Bound

Notes: All prices include delivery by next day courier and cover lamination. A5 Portrait and A5 Landscape are the same price.

Silk and Gloss are the same price. Choose from matt or gloss for your cover lamination.

Cover 300gsm Silk. Inside Pages 130gsm Silk

		1	2	5	10	20	25	50	100
*170gsm Text for 4+28pp > 4+36pp									
4+28pp*	3mm spine	56	62	74	78	92	98	133	203
4+32pp*	3mm spine	56	62	74	78	92	98.00	139	209
4+36pp*	3mm spine	56	62	74	78	96	102.00	142	227
4+40pp	4mm spine	56	62	74	78	101	107.00	151	232
4+44pp	4mm spine	56	62	74	78	104	111.00	159	248
4+48pp	4mm spine	56	62	74	82	108	115.00	167	264
4+52pp	4mm spine	56	62	74	86	113	120.00	175	278
4+56pp	5mm spine	56	62	74	90	117	124.00	184	277
4+60pp	5mm spine	56	62	74	94	120	128.00	191	291
4+64pp	5mm spine	56	62	76	98	124	132.00	201	306
4+68pp	6mm spine	56	62	78	102	129	137.00	209	320
4+72pp	6mm spine	56	62	82	106	127	135.00	207	333
4+76pp	6mm spine	56	62	86	110	132	140.00	215	324
4+80pp	6mm spine	56	62	88	114	135	144.00	223	337
4+84pp	7mm spine	56	62	92	118	139	148.00	230	350
4+88pp	7mm spine	56	62	94	124	144	153.00	241	363
4+92pp	7mm spine	56	62	98	126	148	157.00	248	377
4+96pp	8mm spine	56	62	100	130	150	160.00	220	374
4+100pp	8mm spine	56	62	104	134	154	164.00	264	387
4+110pp	9mm spine	56	62	110	146	164	174.00	267	419
4+120pp	9mm spine	56	62	118	154	173	184.00	286	449
4+150pp	12mm spine	56	62	140	186	194	206.00	316	519

Cover 300gsm Uncoated. Inside Pages 120gsm Uncoated

		1	2	5	10	20	25	50	100
*170gsm Text for 4+28 and 4+32p									
4+28pp	3mm spine	56	62	74	78	88	92.00	132.00	205.00
4+32pp	3mm spine	56	62	74	78	91	95.00	137.00	211.00
4+36pp	3mm spine	56	62	74	80	95	99.00	140.00	229.00
4+40pp	4mm spine	56	62	74	86	100	104.00	148.00	233.00
4+44pp	4mm spine	56	62	74	92	104	108.00	157.00	249.00
4+48pp	4mm spine	56	62	74	96	108	112.00	165.00	266.00
4+52pp	4mm spine	56	62	78	102	112	117.00	174.00	282.00
4+56pp	5mm spine	56	62	82	104	117	122.00	183.00	280.00
4+60pp	5mm spine	56	62	86	105	127	132.00	197.00	302.00
4+64pp	5mm spine	56	62	90	108	126	131.00	200.00	310.00
4+68pp	5mm spine	56	62	92	111	130	135.00	209.00	325.00
4+72pp	5mm spine	56	62	98	114	129	134.00	206.00	340.00
4+76pp	6mm spine	56	62	100	117	132	138.00	214.00	330.00
4+80pp	6mm spine	56	62	104	120	137	143.00	223.00	343.00
4+84pp	6mm spine	56	62	108	124	141	147.00	230.00	358.00
4+88pp	6mm spine	56	62	112	127	145	151.00	239.00	371.00
4+92pp	7mm spine	56	62	116	130	149	155.00	247.00	384.00
4+96pp	7mm spine	56	62	120	135	154	160.00	254.00	384.00
4+100pp	7mm spine	56	62	124	138	157	164.00	264.00	396.00
4+110pp	8mm spine	56	66	132	145	167	174.00	267.00	428.00
4+120pp	9mm spine	56	66	142	153	179	186.00	286.00	461.00
4+150pp	11mm spine	56	72	170	176	198	206.00	335.00	534.00

A4 or 210x210mm Wire Stitched

Notes: All prices include delivery by next day courier and cover lamination.

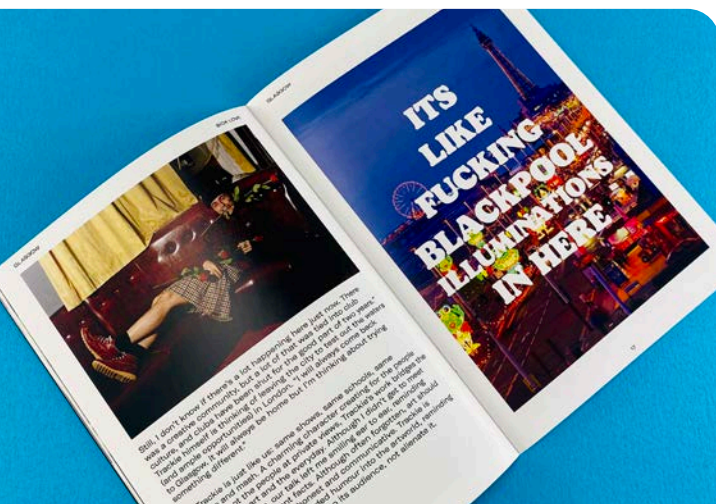
Silk and Gloss are the same price. A4 Portrait and A4 Landscape are the same price on print runs upto 10 copies (Email for 20+)

Cover 300gsm Silk. Inside Pages 130gsm Silk

	1	2	5	10	20	25	50	100
4+8pp	42	44	45	47	61	74	101.00	146.00
4+12pp	42	44	47	52	73	89	117.00	170.00
4+16pp	42	44	47	61	86	105	134.00	202.00
4+20pp	42	44	49	69	98	108	138.00	213.00
4+24pp	42	44	55	77	102	113.00	144.00	229.00
4+28pp	42	44	60	86	106	124.00	157.00	251.00
4+32pp	42	44	66	94	110	128.00	170.00	274.00
4+36pp	42	44	72	103	116	137.00	182.00	297.00
4+40pp	42	44	78	111	122	146.00	195.00	319.00
4+44pp	42	44	83	120	127	156.00	208.00	342.00
4+48pp	42	44	89	128	133	165.00	219.00	366.00

Cover 300gsm Uncoated. Inside Pages 120gsm Uncoated

	1	2	5	10	20	25	50	100
4+8pp	42	44	46	48	66	73.00	98.00	151.00
4+12pp	42	44	46	58	81	82.00	116.00	176.00
4+16pp	42	44	48	67	95	93.00	133.00	209.00
4+20pp	42	44	54	77	103	105.00	147.00	234.00
4+24pp	42	44	61	87	108	116.00	164.00	263.00
4+28pp	42	44	68	97	112	126.00	180.00	278.00
4+32pp	42	44	74	106	116	130.00	200.00	305.00
4+36pp	42	44	81	116	122	141.00	207.00	333.00
4+40pp	42	44	88	126	127	151.00	223.00	338.00
4+44pp						160.00	240.00	364.00
4+48pp						171.00	256.00	376.00



A4 or 210x210mm Perfect Bound

Notes: All prices include delivery by next day courier and cover lamination.

Silk and Gloss are the same price. A4 Portrait and A4 Landscape are the same price on print runs upto 10 copies (Email for 20+)

Cover 300gsm Silk. Inside Pages 130gsm Silk

		1	2	5	10	20	25	50	100
*170gsm Text for 4+28 and 4+32p									
4+28pp	3mm spine	56	62	70	109	131	139	209	334
4+32pp	3mm spine	56	62	70	112	133	136.00	209.00	334.00
4+36pp	3mm spine	56	62	70	115	139	139.00	227.00	364.00
4+40pp	4mm spine	56	62	72	118	145	147.00	233.00	367.00
4+44pp	4mm spine	56	62	78	121	150	155.00	248.00	395.00
4+48pp	4mm spine	56	62	82	124	156	164.00	265.00	405.00
4+52pp	4mm spine	56	62	86	127	162	173.00	280.00	431.00
4+56pp	5mm spine	56	62	92	132	168	182.00	278.00	455.00
4+60pp	5mm spine	56	62	96	135	174	191.00	292.00	481.00
4+64pp	5mm spine	56	62	100	138	180	199.00	307.00	506.00
4+68pp	6mm spine	56	62	106	142	186	206.00	322.00	531.00
4+72pp	6mm spine	56	62	110	145	192	205.00	337.00	556.00
4+76pp	6mm spine	56	62	116	148	197	212.00	327.00	556.00
4+80pp	6mm spine	56	62	120	153	203	221.00	340.00	580.00
4+84pp	7mm spine	56	62	124	156	209	231.00	354.00	604.00
4+88pp	7mm spine	56	62	126	159	215	238.00	366.00	629.00
4+92pp	7mm spine	56	70	128	162	221	246.00	381.00	653.00
4+96pp	8mm spine	56	70	131	167	228	254.00	380.00	677.00
4+100pp	8mm spine	56	70	133	170	234	264.00	392.00	700.00
4+110pp	9mm spine	56	70	135	173	248	267.00	423.00	760.00
4+120pp	9mm spine	56	72	138	177	263	287.00	455.00	781.00
4+150pp	12mm spine	56	86	140	180	307	321.00	527.00	952.00

Cover 300gsm Uncoated. Inside Pages 120gsm Uncoated

		1	2	5	10	20	25	50	100
*170gsm Text for 4+28 and 4+32p									
4+28pp	3mm spine	56	62	72	112	135	138	210	340
4+32pp	3mm spine	56	62	78	115	135	138.00	210.00	340.00
4+36pp	3mm spine	56	62	84	118	141	141.00	227.00	370.00
4+40pp	4mm spine	56	62	90	121	147	150.00	232.00	375.00
4+44pp	4mm spine	56	62	94	124	153	158.00	250.00	402.00
4+48pp	4mm spine	56	62	100	127	159	167.00	259.00	416.00
4+52pp	4mm spine	56	62	106	130	165	176.00	283.00	441.00
4+56pp	5mm spine	56	62	112	135	171	185.00	281.00	467.00
4+60pp	5mm spine	56	62	118	138	177	194.00	296.00	493.00
4+64pp	5mm spine	56	62	124	141	183	203.00	312.00	520.00
4+68pp	5mm spine	56	62	130	145	189	210.00	328.00	546.00
4+72pp	5mm spine	56	62	136	148	195	209.00	343.00	573.00
4+76pp	6mm spine	56	62	142	151	201	216.00	333.00	574.00
4+80pp	6mm spine	56	64	148	156	207	225.00	346.00	598.00
4+84pp	6mm spine	56	66	150	159	213	235.00	360.00	624.00
4+88pp	6mm spine	56	68	152	162	219	242.00	375.00	648.00
4+92pp	7mm spine	56	72	154	165	225	251.00	389.00	674.00
4+96pp	7mm spine	56	72	156	170	232	259.00	387.00	698.00
4+100pp	7mm spine	56	76	158	173	238	269.00	401.00	722.00
4+110pp	8mm spine	56	82	161	176	253	272.00	434.00	786.00
4+120pp	9mm spine	56	88	164	180	268	292.00	469.00	810.00
4+150pp	11mm spine	56	106	168	183	313	327.00	543.00	988.00

240x170mm Wire Stitched

Email us on hello@exwhyzed.co.uk or call on 01206 766647 for quotes on 240x170mm Landscape and all other bespoke 'Non A' sizes

Notes: All prices include delivery by next day courier and cover lamination. Silk and Gloss are the same price.

240x170mm Landscape books need to be printed onto our B2 press and are approx 3x more than Portrait.

Cover 300gsm Silk. Inside Pages 130gsm Silk

	1	2	5	10	20	25	50	100
4+8pp	76	78	81	84	93	96	115	153
4+12pp	78	79	82	88	97	102	126	177
4+16pp	79	81	85	91	103	109	138	201
4+20pp	82	84	88	96	109	115	148	225
4+24pp	84	85	90	99	114	123	161	250
4+28pp	85	87	93	102	120	129	173	274
4+32pp	87	90	96	106	126	135	186	299
4+36pp	88	91	99	109	130	141	200	325
4+40pp	91	93	100	112	136	148	213	349
4+44pp	93	96	103	117	147	155	225	373
4+48pp	94	97	106	120	147	161	239	398

Cover 300gsm Uncoated. Inside Pages 120gsm Uncoated

	1	2	5	10	20	25	50	100
4+8pp	68	70	73	78	87	91	114	156
4+12pp	70	71	76	82	93	99	126	180
4+16pp	73	74	79	85	99	106	138	207
4+20pp	74	76	82	90	105	114	151	235
4+24pp	76	79	85	94	112	120	164	262
4+28pp	79	81	88	97	118	127	176	287
4+32pp	81	84	90	102	124	135	191	313
4+36pp	82	85	93	106	130	142	204	340
4+40pp	85	88	96	109	136	148	219	369
4+44pp	87	90	99	114	142	156	233	395
4+48pp	88	93	102	117	148	164	247	422

240x170mm Perfect Bound

Email us on hello@exwhyzed.co.uk or call on 01206 766647 for quotes on 240x170mm Landscape and all other bespoke 'Non A' sizes

Notes: All prices include delivery by next day courier and cover lamination. Silk and Gloss are the same price.

240x170mm Landscape books need to be printed onto our B2 press and are approx 3x more than Portrait. Please email for an accurate quote.

Cover 300gsm Silk. Inside Pages 130gsm Silk

		1	2	5	10	20	25	50	100
*170gsm Text for 4+28 and 4+32p									
4+28pp	3mm spine	88	90	96	105	121	132	176	275
4+32pp	3mm spine	90	91	99	108	127	138	188	298
4+36pp	3mm spine	91	93	100	111	132	144	201	324
4+40pp	4mm spine	93	94	103	114	136	151	215	348
4+44pp	4mm spine	94	96	106	117	142	158	227	372
4+48pp	4mm spine	96	97	108	120	147	164	239	395
4+52pp	4mm spine	97	99	111	123	153	171	251	419
4+56pp	5mm spine	99	100	112	13	158	177	265	443
4+60pp	5mm spine	100	102	115	129	162	185	277	467
4+64pp	5mm spine	103	103	117	132	170	192	289	491
4+68pp	6mm spine	105	105	120	135	174	198	301	515
4+72pp	6mm spine	106	106	121	138	180	207	315	538
4+76pp	6mm spine	108	108	124	141	186	213	327	562
4+80pp	6mm spine	109	109	127	144	191	221	340	588
4+84pp	7mm spine	111	111	129	148	197	229	352	612
4+88pp	7mm spine	112	112	132	151	203	235	366	635
4+92pp	7mm spine	114	114	133	155	209	242	380	659
4+96pp	8mm spine	115	115	136	158	215	248	392	683
4+100pp	8mm spine	117	117	138	161	221	257	404	706
4+110pp	9mm spine	120	121	144	170	235	275	434	766
4+120pp	9mm spine	124	124	150	177	250	292	466	825
4+150pp	12mm spine	136	136	168	206	293	346	561	1005

Cover 300gsm Uncoated. Inside Pages 120gsm Uncoated

		1	2	5	10	20	25	50	100
*170gsm Text for 4+28 and 4+32p									
4+28pp	3mm spine	82	84	91	100	120	130	179	287
4+32pp	3mm spine	84	85	94	103	126	138	192	313
4+36pp	3mm spine	85	87	96	106	130	145	206	340
4+40pp	4mm spine	88	88	99	111	136	151	219	367
4+44pp	4mm spine	90	90	102	114	142	159	233	395
4+48pp	4mm spine	91	91	105	117	148	167	248	419
4+52pp	4mm spine	93	94	106	121	155	173	262	444
4+56pp	5mm spine	94	96	109	124	159	180	275	472
4+60pp	5mm spine	96	97	112	127	165	189	289	497
4+64pp	5mm spine	99	99	115	132	171	195	302	523
4+68pp	5mm spine	100	100	117	135	177	204	316	549
4+72pp	5mm spine	102	102	120	138	182	212	330	574
4+76pp	6mm spine	103	105	123	141	189	219	343	600
4+80pp	6mm spine	105	106	124	145	195	227	357	627
4+84pp	6mm spine	106	108	127	148	203	235	370	651
4+88pp	6mm spine	109	109	130	151	207	242	386	678
4+92pp	7mm spine	111	111	133	156	213	251	399	706
4+96pp	7mm spine	112	112	135	159	221	257	413	731
4+100pp	7mm spine	114	115	138	162	227	266	426	759
4+110pp	8mm spine	118	118	145	171	242	286	461	822
4+120pp	9mm spine	123	123	151	180	259	306	496	887
4+150pp	11mm spine	136	136	171	209	307	364	597	1083

A5 Hard Back

Notes: All prices include delivery by next day courier and cover lamination. A5 Portrait and A5 Landscape are the same price.

Silk and Gloss are the same price. The prices shown are for unprinted end papers, add 5% for printed.

For material covers, choose from the range at Winter & Company. Visit winter-company.com/ These add £200 to the price (1-100 copies)

Material covers are not printable but look great with a foiled logo, title or your name. This adds a further £280 to the prices shown below.

Printed cover onto 170gsm Silk plus Lamination. Inside Pages 115gm Uncoated. End Papers 170gsm Uncoated.

			1	2	5	10	20	25	50	100
32pp text	9mm spine	170gsm Insides	126	126	132	141	161	168	224	333
36pp text	9mm spine	170gsm Insides	127	129	135	144	165	174	235	349
40pp text	9mm spine		130	130	138	147	171	179	242	364
44pp text	9mm spine		132	133	141	150	176	183	251	380
48pp text	9mm spine		135	135	142	153	180	191	260	395
52pp text	9mm spine		136	138	145	156	186	195	269	411
56pp text	9mm spine		139	139	148	159	191	201	278	426
60pp text	10mm spine		141	142	151	162	195	206	287	443
64pp text	10mm spine		144	144	153	167	201	212	298	458
72pp text	10mm spine		148	148	159	173	209	222	316	490
80pp text	11mm spine		153	153	165	180	219	235	333	521
100pp text	12mm spine		164	164	177	197	245	262	378	598
150pp text	16mm spine		192	194	215	241	307	330	490	792
200pp text	19mm spine		224	225	253	284	369	399	604	987

Printed cover onto 170gsm Silk plus Lamination. Inside Pages 130gm Silk. End Papers 170gsm Uncoated.

			1	2	5	10	20	25	50	100
32pp text	9mm spine	170gsm Insides	123	124	130	138	156	165	219	322
36pp text	9mm spine	170gsm Insides	126	126	132	141	162	170	225	339
40pp text	9mm spine		127	129	135	144	165	176	235	352
44pp text	9mm spine		129	130	136	147	170	179	244	366
48pp text	9mm spine		132	132	139	148	176	183	251	380
52pp text	9mm spine		133	133	142	151	179	189	259	395
56pp text	10mm spine		135	136	144	155	183	194	269	408
60pp text	10mm spine		138	138	147	158	189	200	278	425
64pp text	10mm spine		139	139	148	161	192	204	286	438
72pp text	11mm spine		144	144	153	168	203	215	302	467
80pp text	11mm spine		147	148	159	173	212	225	319	496
100pp text	13mm spine		158	158	171	191	235	250	360	567
150pp text	17mm spine		185	186	204	230	290	313	463	745
200pp text	20mm spine		213	213	239	269	348	376	568	923



A4 Hard Back

Email us on hello@exwhyzed.co.uk or call on 01206 766647 for quotes on all other bespoke 'Non A' sizes

Notes: All prices include delivery by next day courier and cover lamination. A4 Landscape is 15% more than the portrait prices

Silk and Gloss are the same price. The prices shown are for unprinted end papers, add 5% if printing is required.

For material covers, choose from the range at Winter & Company. Visit winter-company.com/ These add £200 to the price (1-100 copies)

Material covers are not printable but look great with a foiled logo, title or your name. This adds a further £280 to the prices shown below.

Printed cover onto 170gsm Silk plus Lamination. Inside Pages 115gsm Uncoated. End Papers 170gsm Uncoated.

			1	2	5	10	20	25	50	100
32pp text	9mm spine	170gsm Insides	145	147	159	176	215	235	336	537
36pp text	9mm spine	170gsm Insides	150	151	167	183	225	247	352	567
40pp text	9mm spine		155	155	171	189	233	257	369	597
44pp text	9mm spine		161	161	179	197	244	268	387	627
48pp text	9mm spine		165	165	183	203	253	278	405	657
52pp text	9mm spine		168	170	189	212	262	289	422	688
56pp text	10mm spine		174	176	195	218	271	299	438	718
60pp text	10mm spine		179	180	201	224	280	310	455	748
64pp text	10mm spine		183	185	207	232	289	324	473	780
72pp text	11mm spine		194	195	218	245	309	343	509	843
80pp text	11mm spine		204	204	230	259	328	366	543	903
100pp text	13mm spine		227	229	260	292	375	420	629	1056
150pp text	17mm spine		290	290	333	378	491	555	846	1414
200pp text	20mm spine		351	352	407	464	609	691	1062	1758

Printed cover onto 170gsm Silk plus Lamination. Inside Pages 130gsm Silk. End Papers 170gsm Uncoated.

			1	2	5	10	20	25	50	100
32pp text	9mm spine	170gsm Insides	141	142	156	173	209	229	324	515
36pp text	9mm spine	170gsm Insides	145	147	161	177	216	238	339	543
40pp text	9mm spine		150	151	170	185	225	248	355	573
44pp text	9mm spine		155	156	171	189	235	257	370	600
48pp text	9mm spine		161	161	179	197	244	266	387	627
52pp text	9mm spine		164	165	183	203	251	277	404	656
56pp text	10mm spine		168	170	189	209	260	289	419	683
60pp text	10mm spine		173	174	194	215	269	299	435	713
64pp text	10mm spine		177	179	198	222	277	309	452	740
72pp text	11mm spine		186	188	209	235	295	328	482	796
80pp text	11mm spine		195	197	219	247	310	348	514	852
100pp text	13mm spine		218	219	248	278	355	398	594	993
150pp text	17mm spine		274	275	315	358	463	521	792	1305
200pp text	20mm spine		330	331	383	435	570	647	990	1612



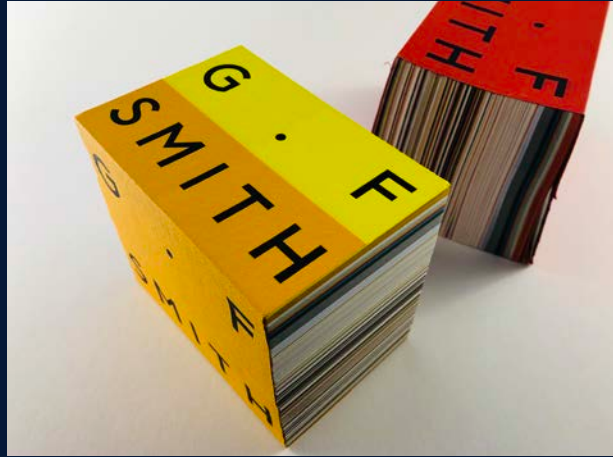
For the bigger budgets

There are plenty of added extras and finishes we can add to your FMP to challenge convention and make your publication unique.

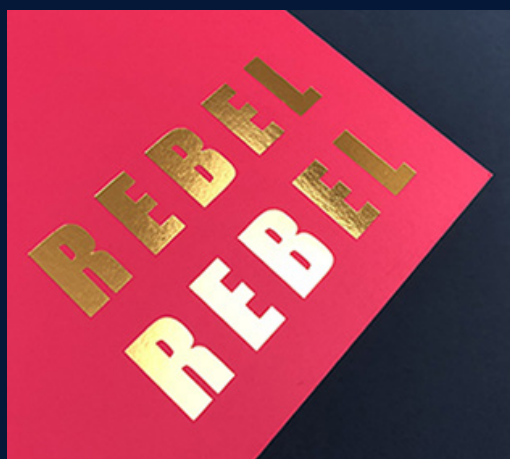
Generally they add **hundreds** to the price and 1-2 weeks on the time.



Neenah Environment is a good choice for a brown/kraft cover. Paper mill GF Smith has a range of 200+ papers. Expect these to add an additional £100 *minimum* to the total cost.



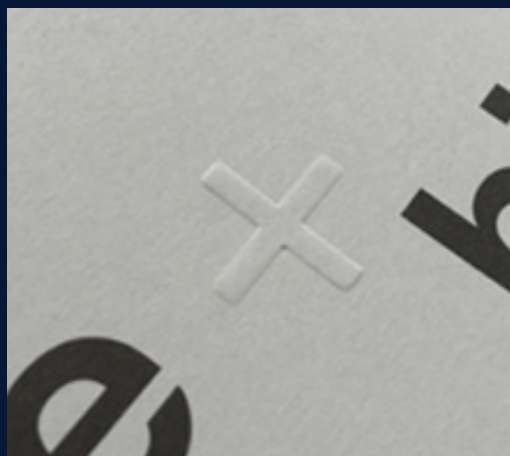
Gloss Spot UV Varnish on a matt laminated cover makes a logo or title shine in light. Adds +£280 to the cost.



Foiling is perfect to make a title, your name or a logo sparkle. There are 100s of colour choices not just gold or silver. Add +£280.



Debossing is the process of pushing content into the paper. Add +£280.



Conversely, embossing pushes content towards the reader. Again, it adds at least £280.

Bigger budget hack

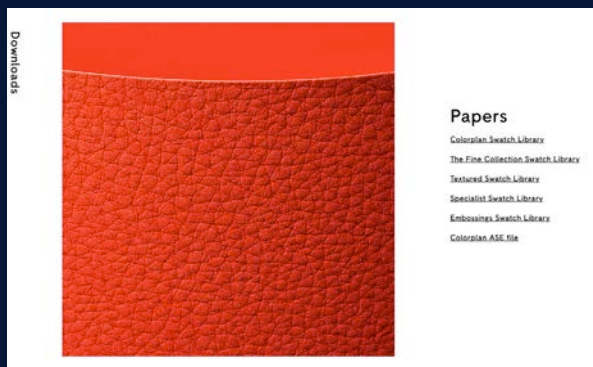
On small quantities (under 400 copies), the most cost efficient way to achieve a coloured background on your pages is by printing that colour onto one of our white 'house' papers.

This is much, MUCH cheaper than using Colorplan or a premium coloured sheet.

Brilliantly, there is another hack for this. [Shhh, don't tell everyone](#) but on the G. F Smith website they have downloadable high res close ups of their papers.

You can download these then drop that image in as the background on your InDesign artwork to give the appearance of coloured, texture paper/card. Easy!

<https://www.gfsmith.com/download>



To give the appearance of a textured material cover, then try the Winter&Company website <https://www.winter-company.com/en/products-a-z/>

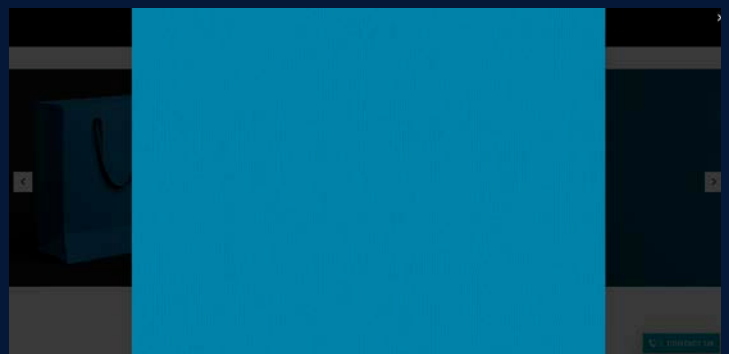
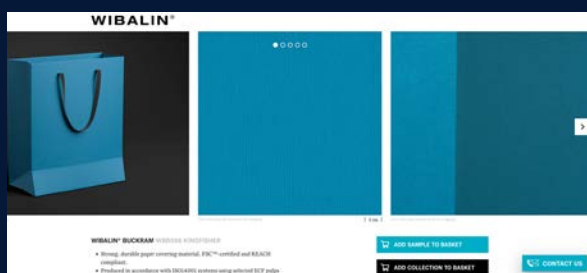
Choose the range you like:

Wibalin Natural is a good smooth, coloured choice.

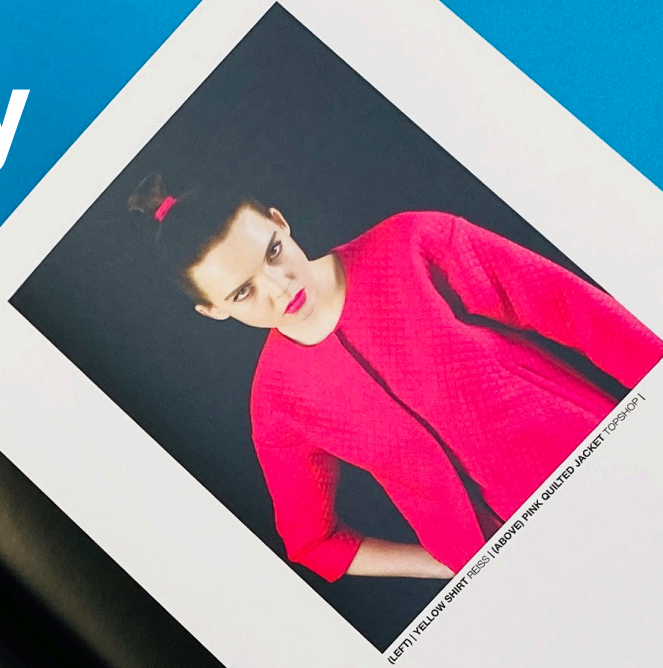
Wibalin Buckram is a textured, linen like coloured choice.

But there are 100s of other options so do have a scroll through.

Click the image in the centre at the top of the page (it has 1cm written underneath it) and a large, full screen preview will appear which you can screen grab then drop in on your artwork.



Print Journey



(LEFT) YELLOW SHIRT PRESS | (RIGHT) PINK QUILTED JACKET TOP&CP1

PHOTOGRAPHY ASSISTANT TOMMY DAVIES | FASHION ASSISTANT
JESSICA SMITH | MAKE-UP ALEX ANDREW BIRCH | HAIR
FEMALE MODEL ALEX SHELBECK | MALE MODEL ALEX SHELBECK
CALOCCO SULLIVAN | MAKE-UP ARTIST REBECCA ROSS

OH
61



1. Blast off!

Enjoy looking through our website portfolio, resources and the video showcases on our YouTube channel.



Decide on your chosen print spec, then use our fun spreadsheets in this guide to find your price.



2.Let's talk

Remember actual conversations?
Well, at Ex Why Zed we are happy to discuss the quote, file set up and anything else you are just wondering.

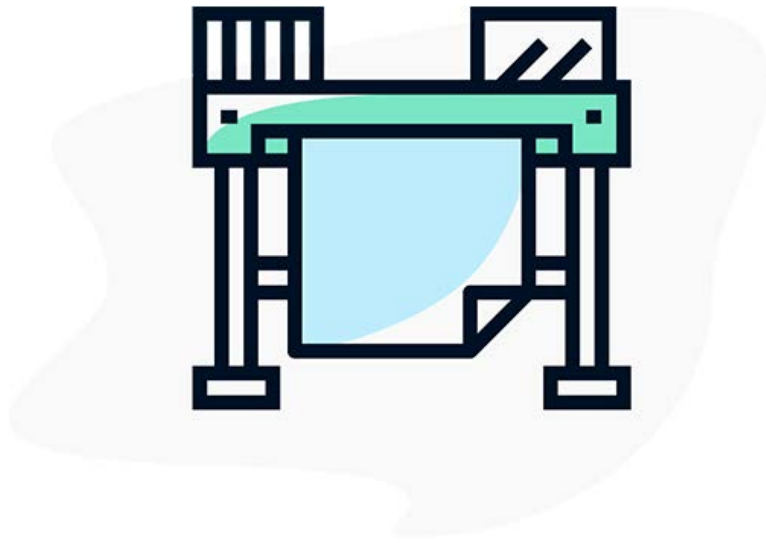
Find us on the phone, email, live chat and Zoom. You will speak to an expert who actually knows about printing.



3. This is the fun bit

Turn your brilliant idea into a print-ready PDF. Use our portfolio, illustrated set up guides, videos, Pinterest boards and product pages for inspiration on design layout and ideas.

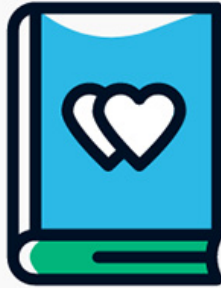
Ping over the finished pdf (using wetransfer.com) and our team will give it an attentive preflight check.



4. Time for some Ex Why Zed magic

Once the artwork is perfect, we will book your job in.

Now is the time [cue drumroll]...for us to transform your ideas into print!



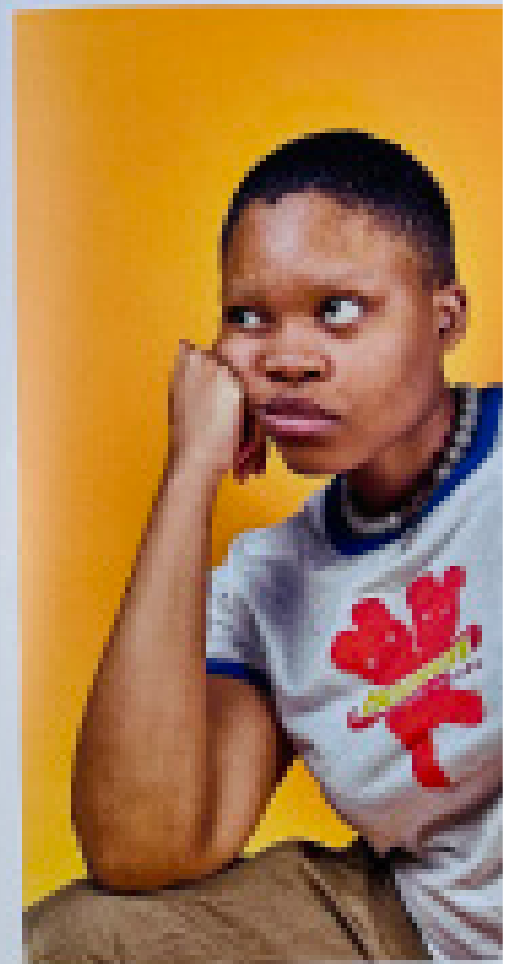
5. "It's here, it's here!"

In no time, there is a knock at the door and you experience that magical moment of opening the boxes and there it is **YOUR PRINTING**.

Congratulations, you really did it!

Now to show the world what you've been up to.

File Set-Up



First up...

All of our website's guides on file set-up are for Adobe InDesign which you can get on a one-week free trial ([click here](#)).

InDesign is the industry standard for page layout so if you learn it now it will form a solid addition to your C.V and will stand you in good stead when you move into industry after University.

However, as long as you can export your finished work to a high res PDF, do feel free to use your favourite program. The same principles and guides still apply when preparing your layout regardless of the program you are using.

Other options are Affinity Publisher, Quark Express, Illustrator, and even Microsoft Word or Publisher. Canva is great for on screen work but tends to cause problems when exporting for print and Scribus is one to avoid - it is not fit for purpose.

If you cannot set up your artwork, do ask, we have a wealth of print knowledge and if it is a simple fix we will do our best to help.

Our guides are thorough but helpful and accurate. If you read and follow them, your artwork will be correct and print ready.



I was extremely satisfied with our finished prints (five perfect bound books of +150 pages each). If your concern about using an online printer is not being able to talk to the print shop/a human being in person (as I was), fear not! ExWhyZed was very good about checking image resolution and confirming layouts before going to print. They we're also very quick- we submitted our final approvals Monday and had our finished prints delivered by Thursday. Very pleased, and I look forward to printing our next term portfolios with them again soon.

Cass Osterman, Architecture student.

Why supply the files correctly?

We appreciate your deadline is tight so supplying correct artwork means your job can go straight on the press and be delivered when you need it.

Incorrect artwork causes delays while changes are made. At FMP time, everyone's deadline is super crucial so the only fair way to deal with the work is to print it in the order it arrives.

It takes us 5 working days to print, trim, bind, pack and deliver a set of perfect bound books. So if you send us the PDFs 5 days before your deadline but it is not right and it then takes 3 days of backwards and forwards between us to sort out the PDFs that only leaves 2 days before the deadline. We cannot print, trim, bind, pack and deliver a set of perfect bound books in 2 days.

Let's work together to get the files correct first time.

A polite request to tutors

Setting hand in deadlines that are the day after a bank holiday is really not ideal for anyone. The students will have worked hard to produce a project that does them justice but couriers will be able to deliver on the Saturday, Sunday or Monday before the Tuesday hand in. That just causes a frantic rush for them to finish their work **11 days** earlier on the *previous* Friday so we can deliver on the Friday before the bank holiday weekend. In some cases, 11 days earlier simply isn't possible because you will still be having crits and finalising content.

Equally, there are instances where we have shipped the work in time but for one reason or another (understaffing, driver strikes, petrol crisis, traffic accidents, unforeseen weather) the courier fails to deliver in time for the student's deadline. This is absolutely not their fault or ours so leniency and an extenuating circumstances extension would be a friendly option here.

Wire Stitching set-up

We know your time is precious so when you come to prepare your artwork definitely take 5 minutes to read through our step by step file set up pages. The illustrated guides make the process super easy and will answer 99% of the questions you may have.

Click the link below to view our full, illustrated guide.

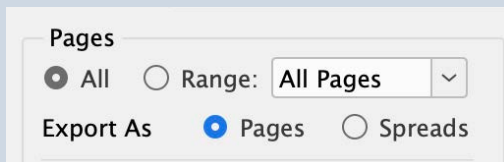
<https://exwhyzed.co.uk/resource/wire-stitching-set-up-guide/>

The basics:

Files for wire stitched FMP pages are set up in correct reading order. The first page is your cover, the last page is your back cover, the pages in between are in correct reading order just exactly as though you were flicking through the finished booklet. Simple.

They need to be supplied as single pages NOT spreads. Our system will then sort the single pages into imposed printer's pairs so all you need to worry about is getting the pages in the same order as you want people to read them.

Choosing this option when you export will create a PDF a single pages not spreads:



The screenshot shows a 'Pages' section with two radio buttons: 'All' (selected) and 'Range: All Pages' (with a dropdown arrow). Below this is an 'Export As' section with two radio buttons: 'Pages' (selected) and 'Spreads'.

Wire Stitching Set Up Checklist

1. We need one hi-res pdf with a 3mm bleed on each edge and CMYK images.
2. Pages should be supplied in correct reading order: 1st page is your cover, 2nd page the inside cover etc right through to your back cover.
3. Your total number of pages must be a multiple of 4 (8,12,16,20,24,28 etc).
4. The artwork should be the same size you want your printed booklet to be.
5. Pages nearer the centre of the booklet are trimmed shorter (this is called creep)
 - keep important page numbers and info away from edges.



Perfect binding set-up

We know your time is precious so when you come to prepare your artwork definitely take 5 minutes to read through our step by step file set up pages. The illustrated guides make the process super easy and will answer 99% of the questions you may have.

Click the link below to view our full, illustrated guide.

<https://exwhyzed.co.uk/resource/perfect-binding-set-up-guide/>

The basics:

For perfect bound books we need two files: A cover file and a text page file.

1. A hi res PDF file for the cover and inner cover.

This is a two page PDF - a spread for the outer cover and a spread for the inner cover. The outer cover has the back cover on the left, spine through the centre and front cover on the right. The inner spread has the inside front cover on the left and inside back cover on the right. The width of the spine depends on how many pages your book has – it's simple but the more pages, the thicker the spine needs to be to wrap round them all. [Here is a quick video guide to help set up your cover.](#)

2. A file for the text (inside) pages supplied as single pages rather than spreads and in correct reading order with crop marks and 3mm bleed on each edge.

Perfect Binding Checklist

Save time and check the following before sending us your file. You can also print this checklist and tick off the tasks, productivity to the max!

- 01.** We need two files: a spread for the inside and outside over + a second file for the text pages.
- 02.** Text file as single pages NOT spreads. Page 1 of this file is the 1st right hand inside page when you open the book's cover. The rest follow in reading order.
- 03.** Cover artwork needs the correct size spine through the centre (read our cover guide here)
- 04.** Artwork should be supplied at the same size your book will be printed
- 05.** You lose 3-4mm in the spine gutter on every page – keep content clear
- 06.** There is a hinge on the 1st & last text pages where the cover is glued. This can hide content so keep anything important at least 10mm away from the spine edge.
- 07.** Finally, export artwork as Hi Res PDF with crop marks and 3mm bleed on each edge. Choose 'PDF x/1a 2001' from the top drop down menu when you export to pdf.

We have listed a few of the common spine sizes below to give you an idea of your book's thickness.

Text pages onto 115gsm Uncoated

36pp to 42pp Text = 3mm spine
44pp to 58pp Text = 4mm spine
60pp to 72pp Text = 5mm spine
74pp to 88pp Text = 6mm spine
90pp to 102pp Text = 7mm spine
104pp to 118pp Text = 8mm spine
120pp to 134pp Text = 9mm spine
136pp to 148pp Text = 10mm spine
200pp Text = 14mm spine

Text pages onto 130gsm Silk

36pp to 40pp Text = 2mm spine
44pp to 52pp Text = 3mm spine
54pp to 70pp Text = 4mm spine
72pp to 88pp Text = 5mm spine
90pp to 106pp Text = 6mm spine
108pp to 124pp Text = 7mm spine
126pp to 144pp Text = 8mm spine
146pp to 162pp Text = 9mm spine
200pp Text = 12mm spine



Hardback binding set-up

We know your time is precious so when you come to prepare your artwork definitely take 5 minutes to read through our step by step file set up pages. The illustrated guides make the process super easy and will answer 99% of the questions you may have.

Click the link below to view our full, illustrated guide.

<https://exwhyzed.co.uk/resource/hardback-book-set-up-guide/>

Ultimately, to print your book we need four files please.

File 1. The outer cover file is a flat spread.

The outer cover file is a flat spread based on our hardback cover guide which you can download on the link above. There will be a spine through the centre - the size is dependent on the number of pages you have. The cover file is slightly trickier for a hardback book because you have to include scope for the sections which are folded round the spine and the extra flaps that tuck round the hard back case. On our guide, the green areas are the flat panels of the book cover and spine so should contain your main cover artwork. The purple areas will be on the folds or partially hidden sections when the cover is glued on so keep any important information out of them. The purple areas work best as a continuation of your background colour or image if you have any since they are partially visible. This video guide depicts this a little more clearly: <https://youtu.be/Hpp9BvKOX7Q>

Files 2 and 3. If you would like the endpapers printed then you could supply a pattern or solid colour for those.

File 4. The inside pages - your main content. This is supplied as single pages rather than spreads and in reading order. Choosing the option below will create a single page PDF.

Pages

All Range:

Export As Pages Spreads

Being honest, if you haven't set up artwork for a hardback book before this will take a few hours. So as we've said many times, allow enough time.



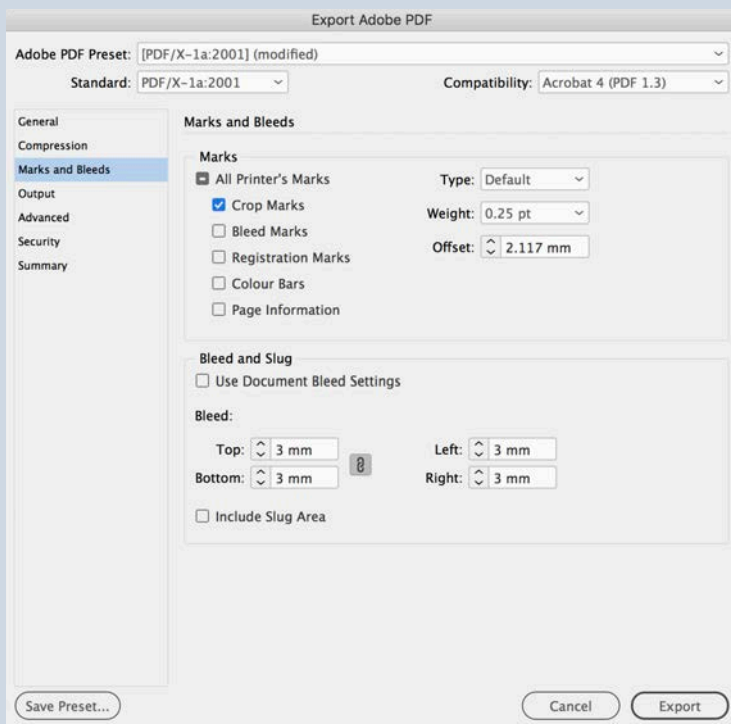
General file set-up requirements

To go ahead we'll need hi resolution PDFs with 3mm bleed and crop marks.

*This is in red for a reason :)

All files need to be saved as PDFX/1A:2001 when they are exported. You can choose PDFX/1A:2001 from the top drop down menu when you export to PDF. Then in the 'Marks and Bleeds' menu you not only tick 'Crop Marks' but you also add '3mm' in to the four bleed boxes - top, bottom, inside and outside. This will add the bleed to the exported PDF.

Your export settings should look like this:



To ensure the bleed shows up on the PDF make sure you have dragged any background image or colour out 3mm beyond the black line on your InDesign file into the bleed area. This sets the bleed up and ensures there wont be a white border on your pages.

For general advice on preparing images, bleed and file set up take five minutes to read through: <http://www.exwhyzed.co.uk/resources/file-set-up-guide/>

General file set-up continued

Bleed.

If you haven't printed anything before then there is a high likelihood that you will not know what bleed is or why it is required.

Here is a clear and helpful short 6 minute video to explain the process:

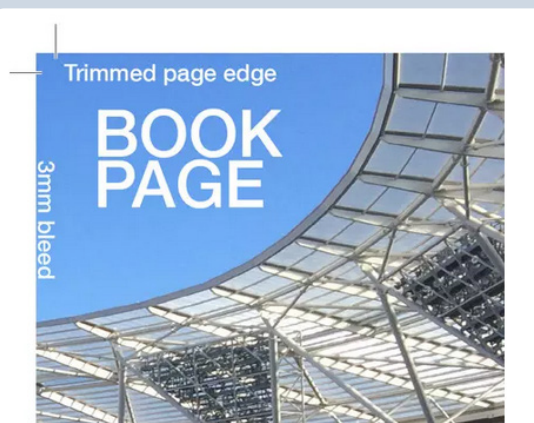
https://www.youtube.com/watch?v=eFBD-2_ewW8

Please do watch it because 90% of FMP files arrive without bleed and this will help you get the PDFs correct first time round.

You need to add 3mm bleed on the file in Adobe InDesign (or your chosen layout program), then include it on the exported PDF.

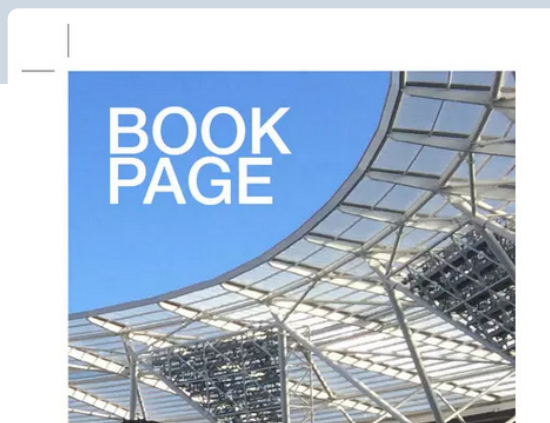
The PDF should look like this:

Note the artwork goes beyond the crop marks and the 'Trimmed Page Edge'.



And not like this:

Note the artwork stops AT the marks and leaves a white space around it.



We'll repeat that....

Please do watch the 'bleed' video above because 90% of FMP files arrive without bleed and this will help you get the PDFs correct first time round and mean we don't lose time.

General file set-up continued

Double pages spreads in a perfect bound book where the image crosses the middle.

You tend to lose 2-3mm in the spine gutter on each spread of a perfect bound book that is partially hidden.

Best to keep any important text or content at least 6-8mm away from the spine side of the page. However, for images, we have a hack where you chop the image into two then move the left hand half left by 2mm and the right hand half right by 2mm. Read more below:

I have images that go across a spread will some of the image be lost in the middle?

Unfortunately yes, but there is a way round this (read on...).

The 'spine gutter' is the section of a book's page immediately next to the spine which does become obscured during binding. This happens because the pages are glued quite tight and it is not possible to press them completely flat. Grab any perfect bound book off the shelf and you'll see the area we are referring to. It tends to be hard to see 3-4mm nearest to the spine side of each page. The words 'development' and 'society' on the example here should be legible but are split across the centre spread and 3mm is obscured on the left AND right hand pages in the gutter so the words are confusing to understand. Keep reading, a solution is coming...



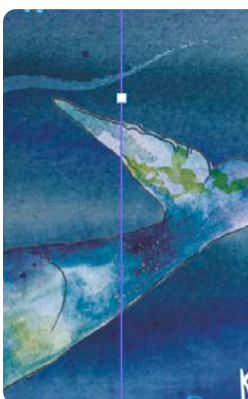
How to solve the spine gutter issue

The good news is that you can overcompensate for the spine gutter by sliding the troublesome image away from the centre. Drop your image in to the InDesign artwork across the double page spread in the position you'd like it to be. Then duplicate the image on top of itself. Step and Repeat in InDesign is the safest way to do this (press Alt + Ctrl + U) because they will end up in EXACTLY the same position. Then use the black arrow to drag the right hand side of the image to the middle of the page. Select the second duplicate image and again using the black arrow tool drag the LEFT HAND side of the image to the middle of the page. You now have one image but split into two equal parts. Select the left hand side and move it left by 3mm then select the right hand side and move it right by 3mm. Easy!

This isn't an exact science but will give the illusion that the image matches up in the middle of the finished books. PRO TIP! (Your creative director probably won't know this one 😊)

Your InDesign work flow should look like this:

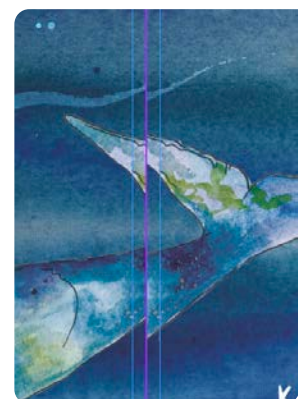
Pre image split
(2-3mm either side
lost in the gutter)



After split, the two halves
are nudged outwards and
away from the centre



Inner handles of image box
dragged back to the centre
line using the black arrow tool



General file set-up for photo FMPs

RGB vs CMYK images

If your images were originally taken on a camera then they will likely be in the RGB colour space (Red, Green and Blue). All commercial printers print using CMYK ink (Cyan, Magenta, Yellow and Black). Annoying, but it is the way it is.

Unfortunately RGB images viewed on your backlit screen are never going to be the same as when printed on paper in CMYK ink. It's just impossible to achieve that and no printer could. You will have to allow for some difference in the colours between the two mediums but having something tangible in your hands and seeing the images on paper gives the publication a charm that just sending out a PDF wont.

So, at some stage the images need to be converted.

Good news, we can convert them all here to CMYK with one click. It is important to note, they will print differently in CMYK than how they appear on screen.

For more control over this, you can convert them on your computer then boost the contrast, colour balance and brightness afterwards in Photoshop to ensure you're happy with them.

So the quick fix, if we convert them here or the more thorough fix if you do them one by one in Photoshop then tweak afterwards.

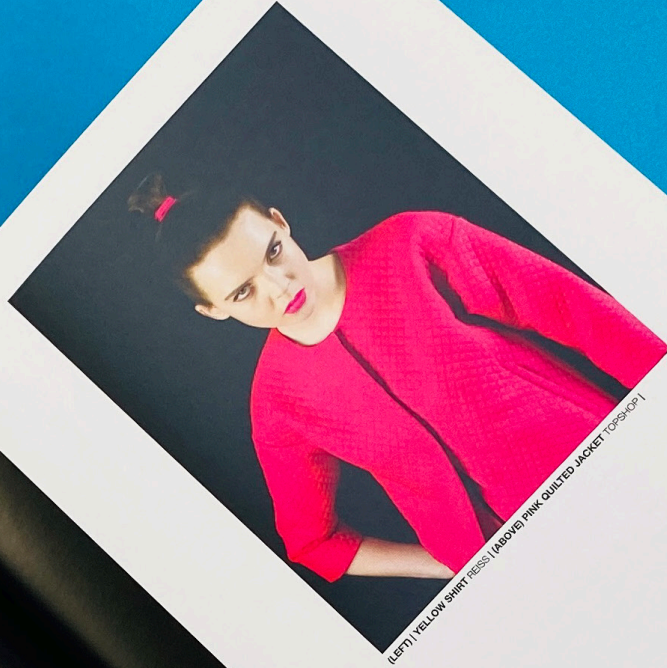
Black / Greyscale Images

It is very hard to print black and white photography effectively in CMYK.

It is tricky and creates problems. You do need to accept that printed images WILL NOT look like they do on a monitor, but in turn, how they look on screen is not what the scenes looked like in real life either.

If we print the photos in colour, they will have a colour tinge, however if you convert them to greyscale then they will look flatter than they do on screen. Neither of these is a print error and the photo will have been printed exactly how they should be based on the artwork supplied. We are being honest, because there is no way around this issue. That said, our intent is still to print you an impressive-looking book.

FAQs



(LEFT) YELLOW SHIRT PRESS | (RIGHT) PINK QUILTED JACKET TOP&CP1

PHOTOGRAPHY ASSISTANT TOMMY DAVIES | FASHION ASSISTANT
JESSICA SMITH | MALE MODEL ALEX PIPRO BIRCH | FEMALE MODEL
FEMALE MODEL ALEX SHELBECK | PROPRIETOR MODEL | HAIR STYLIST
CALOCE O SULLIVAN | MAKE-UP ARTIST REBECCA ROSS

OH
61

FAQs: Orders

How long does it take?

Wire stitched booklets will be delivered in 4 working days.

Perfect bound books 5 working days.

Hardback books 7 working days.

These are the time frames after you send us PRINT READY artwork. What do we mean by print ready, well have a flick back a few pages for an illustrated guide. If you need delivery in 5 days but you send the artwork incorrectly set-up and we then lose a few days going backwards and forwards for two days sorting it out (for example adding bleed or making technical changes to the files) then your deadline will be missed. The message we're trying to get across is PLEASE ALLOW MORE TIME.

The turnaround times shown are the absolute minimum we require. If you have an urgent deadline take the stress out of it for both parties and send the print ready artwork early.

Can I pay extra for faster service?

This isn't something we really do. We know there are flash points during the year where deadlines become super important - University hand ins are one of them. So, at this time we print the orders in the sequence they come in. This is the only fair way to do it. If there is an important deadline looming, allow more time to avoid the printing being rushed.

Can you do it quicker?

This isn't our first rodeo and the times we have listed above are realistic. Ink and glue does take time to dry. There will be other jobs already lined up to go on our press so the process isn't as fluid or simple as us receiving your files and printing it 2 minutes later.

I have never done this before, will you check my artwork?

YES. We always carry out preflight checks before just going ahead and printing FMPs to check you have 3mm bleed, that the artwork is the same size as you've asked the publication to be, that you have the correct number of pages to make a book (has to be an even number), that the cover has the correct size spine (if it's perfect bound) and that your image aren't low resolution..

How do I send you the artwork?

When your artwork is finished and ready to go...jump on www.wetransfer.com to upload the files sending them to us at hello@exwhyzed.co.uk

To save time, in the comments box remember to let us know all the information we need to book the job in - the number of copies you're going for, the specification you have chosen and where you would like us to deliver the job to. We'll then give your artwork a free preflight check to highlight any potential issues and will email with any advice or recommendations before going to production.

FAQs: Pricing

How much will it cost?

We have included our pricing spreadsheets in this guide. I'm sure you've all used a spreadsheet before but for those who live in a spreadsheet black hole then pick the correct spreadsheet for the size of your FMP (A5, A4 / 210x210mm or 240x170mm), select the binding method you'd prefer (40 pages or under should be stapled, 32 pages or over can be perfect bound, 32 inside pages upwards can be bound as a hardback book) and the chosen paper type you'd like. Once on the correct page find the number of pages you have down the left hand side then read across to see the price for the number of copies you will be printing. Easy!

Do the prices include delivery?

Yes, delivery is FREE to one UK address. Books and booklets are zero rated for vat so the price you see is the price you pay. You'll find a lot of other printers who sneak this on at the checkout and suddenly their prices aren't as cheap as you thought and of course, they haven't been anywhere near as helpful as we have :)

Do you offer student discount?

Our standard FMP print prices are heavily discounted to help with student budgets.

Offers we do provide are...

- FREE delivery.
- FREE file checking.
- FREE page quantity upgrades. You will notice from our spreadsheets you can add many more pages and the price doesn't change. For example...A5 stapled booklets, on 1-5 copies, you can choose 12 or 40 pages for the same price. So if you have 12 pages and need an extra 8 pages for more content, then it won't cost you more. On A5 perfect bound books (1 or 2 copies) you can choose any pagination from 32 pages to 154 for the same price. Yes, 32 pages is the same price as 154!!

How do I pay?

Once we have checked your artwork we will send over an invoice for you to pay by online bank transfer or credit/debit card through Stripe.

Can you send the book unbound?

No. We are sure you will create a great publication but we do not produce unbound work anymore. Frustratingly there's always a disconnect between the artwork people supply to us and how the binding process requires the sheets. Generally, this is because the sheets have been trimmed or folded when they shouldn't have been, the double page spreads don't match up or some other funky variation on the page layout being in the wrong order. These types of job do tend to go wrong every single time. Not even kidding, it is **every single time**. It just turns into a hassle for both parties and we know from experience that it always leads to us having to reprint the job for free. If you'd like us to print and bind your publication then we're great at that and we would be more than happy to help!

FAQs: File Set Up

How do I add bleed to my file?

This is the definitive video guide:

https://www.youtube.com/watch?v=eFBD-2_ewW8

We promise if you follow this guide, the artwork will arrive correct first time round.

I have added bleed but it doesn't show up on my PDF

It's one of two things (it is ALWAYS one of these two things):

- Have you dragged the background image out 3mm beyond the black line on your InDesign file into the bleed area? Try that then export again.
- OR you have done the above but then when you're exporting you need to click the Marks and Bleeds menu, then type '3mm' into the four bleed boxes. This will add the bleed to the PDF.

Is full bleed more expensive?

No :)

What sizes can you print?

For cost-effective sizes keep your catalogue within A4 portrait, A5 landscape or 210x210mm square - these are the cheapest sizes to print. Of course, do choose the size that best fits your publication.

Wire Stitching:

The largest portrait size we can print on wire stitched booklets is an impressive A3 (420mm high x 297mm wide). Our maximum square size is 297x297mm. The maximum landscape size is 210mm high x 297mm wide.

Perfect Bound:

The largest portrait size is A4 (297x210mm), landscape is A4 too. A cost-effective square size is 210x210mm but we can increase to 297x297mm if your budget stretches.

Hard Back:

The largest portrait size is A4 (297x210mm), landscape it is A4 too. A cost-effective square size is 210x210mm but we can increase to 294x294mm if your budget stretches. Remember, these are the sizes of your inside pages. There is a 3mm overhang on the cover of a hardback book so if your inside pages are 297x210mm then the actual size of the finished book will be an impressive 303x216mm.

For bespoke sizes, email or call us for a quote.

FAQs: Technical.

Should I laminate my cover?

Always laminate your cover if you have any ink printed onto it. Without lamination, the ink **will** crack on the cover fold and this looks unprofessional. If you just have a white background on the cover then lamination isn't completely necessary but might still give the publication more protection and longevity.

Do you make presentation boxes for the book to go in?

We don't sorry.

Can I add text down the spine of my perfect bound book?

Yes. Perfect bound books will be at least 3mm thick so there is room to add your title or name down the spine. If it is only 3mm then the text needs to be tiny tiny to avoid it slipping around the front or back cover. Don't make it 3mm or it will likely slide around.



If you are going for a larger number of pages then the spine size increase and makes adding content far more comfortable.

The spine on a hardback book will be at least 9mm and is fine to add some spine text.

Can I print my FMP black and white?

Yes, do convert your images to greyscale in Photoshop before importing them to InDesign. All of our FMPs prices are for full colour printing. If you would like black print only, that's fine too but it will be the same price.

Hey, what else can you print?

Can you print our Degree Show Catalogues too?

Yes, we would absolutely love to and we specialise in those too!

Click the text below to check out our dedicated pages:

>>>Our portfolio of case studies.

>>>And also enjoy our mammoth two hour video guide.

We have been printing end of year show catalogues since the iconic Central St Martins Fine Art one we produced in 2009.

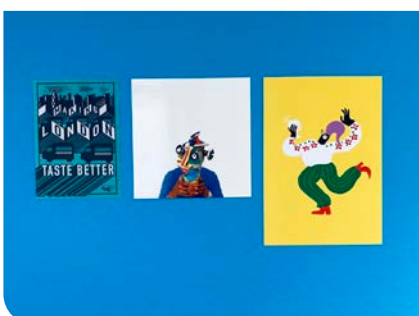


Business Cards

We have curated a wide range of cards that are both impressive to hand over at an event and kind on your budget to print. **Take a look and download our Business Card guide from this page.**

Postcards

How about a set of postcards to leave on your graduate show stand for visitors to take away. A handy and cost-effective way to present yourself. Choose your favourite piece of work from the front and add your contact details and socials on the reverse - make it easy for potential employers to find you.



PRO TIPS

If you go for wire stitching and choose a thicker inside paper, like 170gsm, then expect there to be some bounce on your booklet. Thicker paper doesn't stay as flat as 115gm or 100gsm does. Thicker inside pages work better on A4 booklets than they do on A5 because the size is larger so they are less rigid.



Should I laminate my cover?

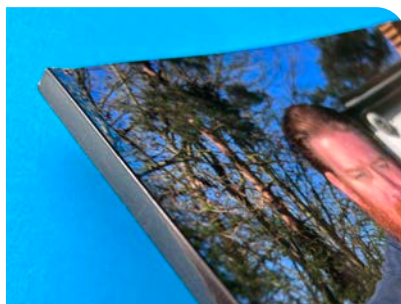
Always laminate your cover if you have any ink printed onto it. Without laminate the ink will crack on the cover fold and this looks unprofessional. If you just have a white background on the cover then lamination isn't necessary but it would still stop dirty marks on the white areas.

Covers with lamination create a smooth finish and will arrive in pristine condition.

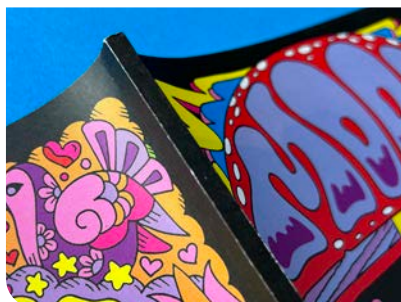
Matt Lamination



Gloss Lamination



Covers without lamination tend to scuff and crack.

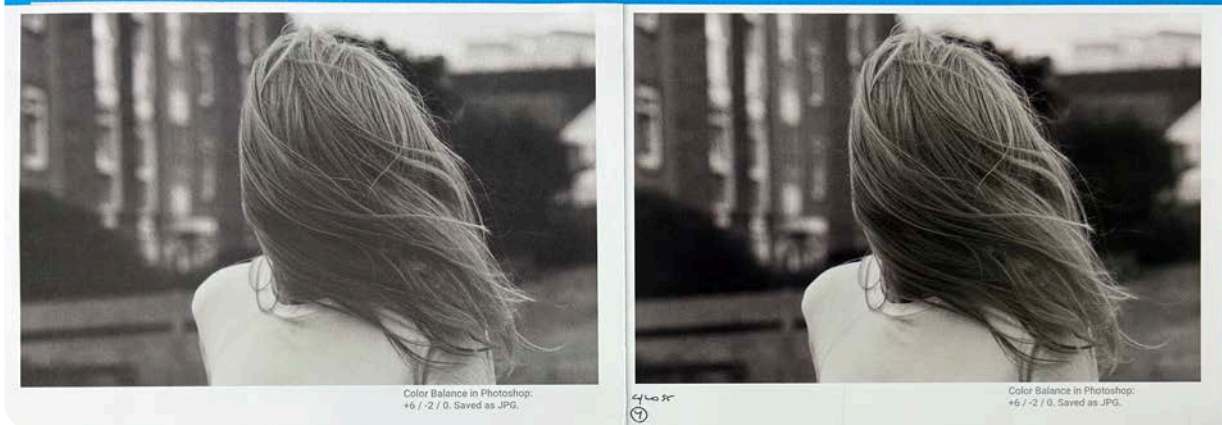


PRO TIPS continued

Printing onto Uncoated versus Silk or Gloss

When you come to artwork images for uncoated paper it's always best to keep them bright, punchy and full of contrast. Printing on uncoated paper looks and feels great as you've seen from our samples and portfolio but the ink does soak in flattening and softening shades. It is better to be safer and over compensate on the brightness of the images rather than lose content and details if the ink is absorbed into the uncoated finish.

To illustrate this please see below a set of images for a recent Lookbook job we printed. These are exactly the same files and artwork used for both however one is onto gloss and the other uncoated. If colour reproduction is crucial then we'd lead you towards a silk or gloss paper :)



Uncoated.

Gloss.

A border looks great on screen but when it comes to trimming, they are tricky to get even.

This particularly applies to postcards and small borders around your book pages. Our best advice is, if you go for a border please can you make it AT LEAST 5mm but ideally bigger still and 8mm+.

PRO TIPS continued

How

230pt

How large should my

50pt

How large should my text be?

32pt

How large should my text be?

24pt

How large should my text be?

20pt

How large should my text be?

18pt

Font sizes 18pt and larger are great for high impact headers.

How large should my text be?

16pt

Ideal for children's book stories or publications for those with impaired vision.

How large should my text be?

14pt

How large should my text be?

12pt

Slightly larger than average body text.

How large should my text be?

11pt

Another good option for a professional book, report or catalogue.

How large should my text be?

10pt

A go-to font size for book text.

How large should my text be?

9pt

How large should my text be?

8pt

How large should my text be? Perfect for discrete captions in Photobooks and Art Catalogues

7pt

How large should my text be?

6pt

Cover styling ideas



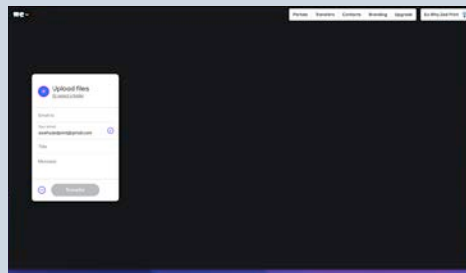
You don't need to reinvent the wheel with your cover design, simple and clear content is often the best solution.


Choosing silk or gloss card with a matt or gloss lamination will give you a high impact cover. Go for uncoated for a tactile more muted appearance.

Ready to place an order

Brilliant, you'll need to upload the files using WeTransfer. It is super easy, you don't need an account and it is free.

www.wetransfer.com



1. Add in your email address so we know who you are.
2. Add in hello@exwhyzed.co.uk as the recipient in the 'Email to' box.
3. Click the  to select the PDF files from your computer.
4. In the Message box, do remind us of the print spec you are going for, the number of copies and the best address for us to deliver to. We then have all the information to hand and it saves rooting through our email conversations to dissect it all.
5. We will then give your artwork a free preflight check to highlight any potential issues and will email any recommendations before going to production.
6. Finally, an invoice will be sent on email and once that is paid we go to print. Woop woop!

Follow us on social media and enjoy looking through our previous work.



If you love your printing then do send us some pictures and your social media handles (IG, Twitter or Facebook). We'll promote it on our channels to get an extra 5000 eyes on your work.

Or post some pictures, tag us in and we'll regram or retweet.

The End. 