

# Letterpress invitation Guide

## Working with Fluid Ink

Fluid Ink would love to help create your perfect invitation suite or letterpress stationery. Here are a few common questions and answers to get you started.

### **Q: What is letterpress?**

A: Letterpress is the oldest form of printing. It is a type of relief printing that involves 'stamping' an inked plate with raised pictures and letters onto paper. From its invention by Johannes Gutenberg in the mid-15th century it remained in wide use for books and other uses until the second half of the 20th century.

As each Letterpress item is handmade, every piece will be slightly different from the one before. Its not an art for those who like things clinical and exact, it is a craft, and its imperfections make it special.

### **Q: What presses do you use?**

A: Our main workhorse is an 1913 Chandler and Price platen press - 'The Admiral' I also have a small 1893 Golding Pearl Platen press 'Mavis'

### **Q: Do you make appointments to discuss?**

A: yes, please contact me via email or phone for an appointment

### **Q. Can you design an invitation suite just for me?**

A: Yes! Just tell us what you are after, colours, style, maybe send us a few images of pieces that have grabbed your attention and we can do the rest!

### **Q. How much will letterpress stationery cost**

A: It depends on:

- Size
- # of colours - (1 to 3)
- Thickness of paper - 300, 500 or 600gsm cotton rag paper
- Envelope requirement
- Number of pieces in your invitation suite (Rsvp, transport cards, wishing well cards etc)
- Quantity (the more you order, the cheaper per card it is)
- Number of sides (double sided only available on 500 or 600gsm)
- Finishing requirements - rounded corners, hole punching, ribbon threading, cut corners, other embellishments

### **Q: How long does it take to produce a bespoke invitation?**

A: I generally give the whole process 6 weeks but it depends on:

- Who is designing the invitation - ready made or fluidink designs? Creating a custom suite just for you will take longer than printing your supplied artwork.
- Plate making. If you are in a rush, then we can pay for expedited plate making service.
- How many items. - Generally speaking, I can print 2 passes per day so if you have 3 pieces to your suite, all are to be printed in 2 colours, then the whole job will take 6 working days. (Depending on quantity and how busy the studio is!)

LETS GET STARTED THEN (*Don't get freaked out by all the steps!*)

1. Contacted me for a quote.
2. You agree on the prices outlined and agree to proceed
3. I will send you a 'commencement contract' for you to sign
4. I will send you an invoice requesting a 50% deposit
5. Once deposit is made, design will commence ( *yay!*)
6. I will send you a proof/s
7. Email back any changes or your approval  
NB: We allow for 3 authors amendment proofs for each item (each proof can have as many amendments as you like). Any additional proofs will be charged at \$30 per proof. This does not include changes as a result of error from Fluid Ink.
8. Sign and return an 'approval' sheet.
9. Artwork is sent off to get polymer plates made (you may not hear from me for a while at this stage)
10. When the plates come back, I commence printing (*the best bit!*) Generally speaking, I can print 2 passes per day so if you have 3 pieces to your suite, all are to be printed in 2 colours, then the whole job will take 6 working days. (Depending on quantity and how busy the studio is!)
11. Ill take a photo and email/SMS the image as proof of print
12. You will receive a second invoice for the outstanding balance including any additional charges or amendments such as extra proofs, postage costs, anything added or deleted after the first invoice.
13. I post /deliver you collect and swoon!
14. Everyone is overjoyed and you live happily ever after!

### **SAY HI!**

Email, or phone for a quote!

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