



Have you heard of
Informed Delivery
by the USPS?

If not, ask your
account executive
what it's all about.

5-Point Checklist for Top-Notch Folds

First impressions matter. When a recipient reaches into his or her mailbox or picks up a piece of marketing collateral, what impression are they getting from your company? The quality of the folds you use is one of those details that matters more than you might think. Here is a five-point checklist to make sure your piece looks its best.

1. Create a mock-up. Before finalizing the design, create a mock-up to make sure everything looks right. For example, check that folds don't run awkwardly through visual elements and that everything lines up correctly. You don't want to be making last-minute corrections because something got missed.

2. Double-check the folding sequence. When the piece is run through the folding machine, the folding sequence is often different from how the panels appear on the printed sheet. Make sure that the panels are in the correct order even after the piece gets folded.

3. Allow for creep. If you are doing multiple folds, adjust for creep. Especially with thicker paper, every time the sheet is folded, it moves over a little each time. If you are doing roll folds, each consecutive panel must be slightly narrower.

4. Don't assume it's machine foldable. Don't assume that every piece is machine foldable. With more complex constructions, pieces may need to be hand folded. You don't want to be redesigning the piece right before the deadline to avoid an unexpected expense.

5. Consider the paper grain. Ensure that the folds go with the grain of the paper, not against it. This will minimize the potential for cracking across those fold lines. If you have heavy ink coverage, you may want to pre-score the folds to keep them crisp.

These are five simple steps that can make for a piece that stands out in its professionalism and stays within the budget. Before creating any complex folds, talk to us first!

Substrate Happy Hour

May 23rd
3:00 - 5:00 p.m.

Ask your
Account Executive
for more details.

Contact Us

Hederman Brothers
247 Industrial Drive North
Madison, MS 39110
TOLL FREE: 800.844.7301
hederman.com

Message Options

- ➔ [View this email in a browser](#)
- ➔ [Unsubscribe from our list](#)
- ➔ [Share this email](#)