12 TERMS FOR MATERIAL CONVERSATIONS

Paper Selection Glossary

选纸术语指南

十二个常用概念，帮助品牌、设计师与印刷包装团队说清同一张纸。每项包含定义和一项核对要点。

Twelve practical terms for brands, designers and print or packaging teams. Each pairs a definition with one check to carry into the project.

01 克重

每平方米纸张的质量，常用 g/m² 表示。克重相同不代表厚度或挺度相同。

核对：同时记录所选纸款和克重；成型需求另以实样确认。

Grammage

Paper mass per unit area, usually expressed in g/m². Equal grammage does not establish equal thickness or stiffness.

Check: Record the exact grade and grammage; assess construction needs with a physical sample.

02 厚度

纸张两面之间的距离，常用微米或毫米表示。它与克重是两个不同的量。

核对：书脊、插口与包装尺寸按实际厚度核对，不能只由克重换算。

Thickness / caliper

The distance between the two faces of a sheet, commonly stated in micrometres or millimetres. It is distinct from grammage.

Check: Check spines, slots and pack dimensions against actual caliper, rather than converting from grammage alone.

03 纸纹方向

纸页纤维的主要排列方向，与纸面装饰纹样不同。

核对：排版前确认纸纹，将折线或书脊方向与用纸规格一起交给承印方。

Grain direction

The predominant alignment of fibres in the sheet, not a decorative pattern on its surface.

Check: Confirm grain before imposition. Specify its relation to folds or the spine when briefing the printer.

术语用于沟通，实际规格与工艺须按选定纸款确认。

These terms support communication. Confirm specifications and processes for the selected grade.

04-06 / APPEARANCE

纸面与视觉表现

Surface and appearance

04 不透明度

纸张遮挡背面图文或底色的能力。它关系到透印，不能仅凭纸张白不白来判断。

核对：双面印刷使用实际正反面图文打样，检查阅读时的相互干扰。

Opacity

How well a sheet hides content or color behind it. Opacity concerns show-through and cannot be judged from whiteness alone.

Check: Proof the actual artwork on both sides and assess show-through in normal reading conditions.

05 涂布与未涂布

区分纸面是否有涂层；未涂布不等于完全未作表面处理。哑面也可能是涂布纸。

核对：核对纸款与正反面。IMPRINT 的未涂布和涂布分支应分别打样。

Coated and uncoated

This distinction concerns a surface coating. Uncoated does not mean untreated; a matt surface may still be coated.

Check: Confirm the grade and each face. Proof IMPRINT's uncoated and coated branches separately.

06 珠光

随光照与观察角度显现的细腻光泽效果；它不只是一个平面的颜色值。

核对：在同一光线下平放、倾斜看实纸，再检查印后图文与光泽的关系。

Pearlescence

A fine lustrous effect that changes with lighting and viewing angle, rather than a flat color value alone.

Check: View physical samples flat and tilted under the same light, then assess how print changes the visible sheen.

先比较实纸，再确认实际图文。

Compare physical paper, then proof the actual artwork.

07-09 / FORM

触感、纹样与折线

Feel, relief and folding

07 触感

手对纸面顺滑、摩擦与柔软感的感受。触感描述本身不能证明耐污或耐磨表现。

核对：SOFTSKIN Classic 与 PRO 分别摸样，并比较印前、印后的手感。

Tactile feel

The experience of smoothness, friction and softness at the surface. A tactile description does not establish stain or abrasion resistance.

Check: Handle SOFTSKIN Classic and PRO separately, comparing the feel before and after printing.

08 纸面压纹与局部压凹

纸面压纹形成表面纹样；局部压凹用模具形成下陷图文。局部压凸则使图文浮起。

核对：明确要选纹理纸还是加工标识，并检查细节、背面痕迹与图文位置。

Embossed surface and debossing

Surface embossing creates a paper texture. Local debossing presses a design down; local embossing raises it.

Check: Specify textured stock or a local design impression, then inspect detail, reverse-side marks and position.

09 压痕

折叠前形成的受控折位，用于引导纸页按指定位置折起。它与装饰性压纹不同。

核对：用实际纸款、纸纹与印后状态试折，由加工方确认压线设置。

Creasing

A controlled fold line formed before folding to guide the sheet into the intended shape. It is distinct from decorative embossing.

Check: Trial the actual stock, grain and printed finish. Have the converter confirm the creasing setup.

区分材料表面与后加工动作，避免只凭工艺名称下单。

Distinguish the supplied surface from finishing operations when specifying a job.

10-12 / PRODUCTION

工艺与成品确认

Finishing and verification

10 烫印

以热和压力将箔材的装饰层转移到纸面，可呈现金属或色彩效果。

核对：用所选箔材试做小字与实地，检查边缘、附着及纸面变化。

Hot foil stamping

Heat and pressure transfer a decorative layer from foil to paper, producing metallic or colored effects.

Check: Trial the selected foil on fine type and solids; inspect edges, adhesion and surface changes.

11 印后干燥与固化

油墨依其体系完成干燥或固化。表面不粘，不等于已适合堆叠或后加工。

核对：按实际油墨、设备与纸款确认堆叠及后加工时点，不套用其他材料的时间。

Drying and curing

The process by which an ink system dries or cures. A non-tacky surface alone does not establish readiness for the next operation.

Check: Confirm stacking and finishing readiness for the actual ink, equipment and stock, without borrowing another material's timings.

12 成品验证

检查选定材料经印刷、成型后的实际使用表现。平面纸样不能替代完整成品。

核对：留存签认样、材料批次与工艺记录；材料或工艺变更后复核。

Finished-piece validation

Checking the selected material after printing and construction under intended use. A loose sheet and a finished piece provide different evidence.

Check: Keep the approved sample, material batches and process record; review changes to materials or production.

官方方法参考 / Primary references

Fedrigoni / Paper glossary

Gmund / Blind embossing

Gmund / Colors Metallic printing tips

Gmund / Colors Transparent printing tips

参考行业定义与方法，未将竞品参数、认证或性能用于齐力。

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