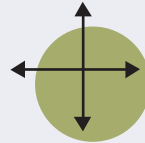
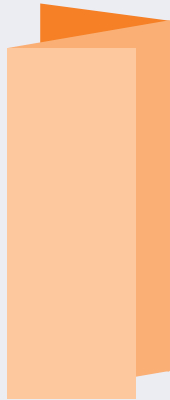


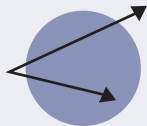
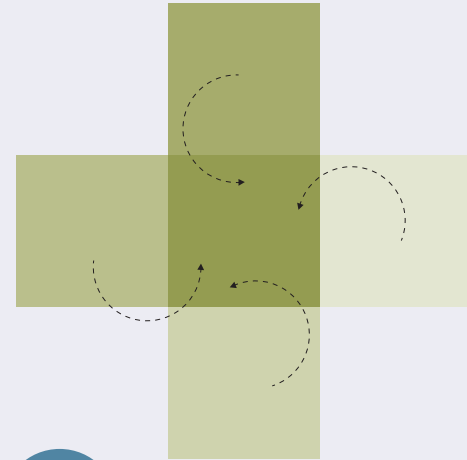
Field Guide to Folding



Accordion – The most common folding style used in brochure folding. Look for zig-zag panels. This style offers flexibility with the potential to add as many panels as the limitations of press and folding equipment can bear.



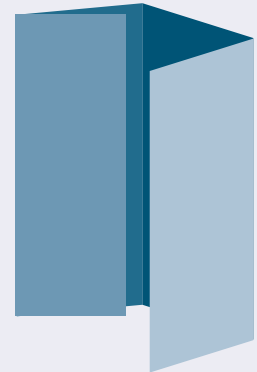
Exotic – The most exciting. Marked by unrelated specialty folds that challenge even the most creative mind. Exotics often require specialty equipment or hand folding which can be expensive.

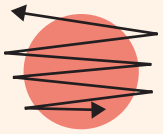


Basic – The easiest and most common folding style. Basics are great for low budget or simple projects. Perfect for invitations, newsletters and brochures. Simplicity distinguishes this folding style from others.

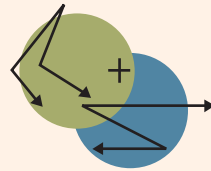
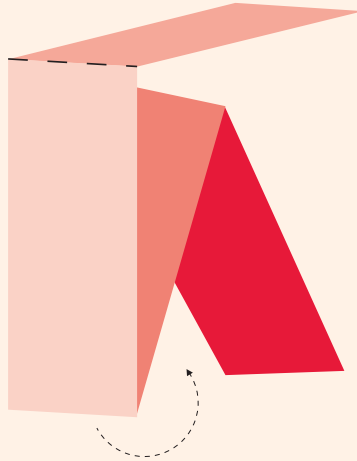


Gate – Symmetry is the defining feature with gate folds. Gate folds are created using a gate-fold attachment on the folding machine or are folded manually.

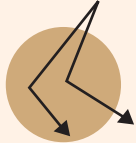
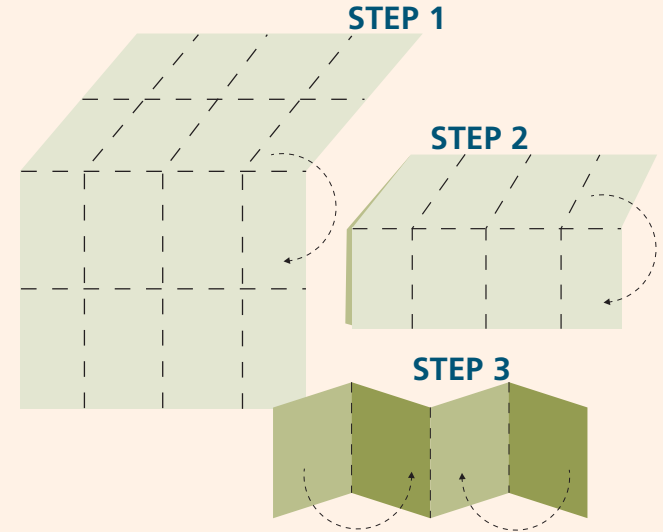




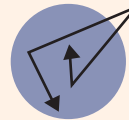
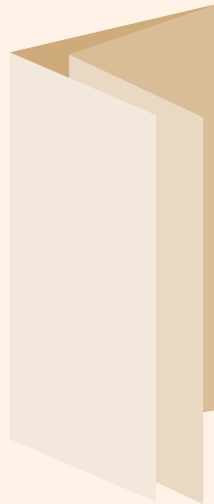
Map – A cousin to the accordion family. Map folds characteristically have several accordion folds and are built in a tall format that opens into a large continuous layout. Map folds are often described as “stories” – folded in half would be 2 stories, folding in thirds would be 3 stories, folding in quarters would be 4 stories, etc.



Poster – A combination of folds that are built to open out into a large poster format. These consist of at least two folds with one serving as the base fold or first folding style applied, and another as the finished fold or the folding style that it adapts to for the finished format.



Parallel – A folding style with panels that stay parallel to each other. Parallel folds run the gamut from simple to complicated and offer a variety of options suitable for almost any application.



Roll – Consists of four or more panels that roll in on each other. The roll in panels must get incrementally smaller to be able to tuck into the respective panels.

