

LASER LETTERS' INSIGHTS



Why Print Shops Use Imposition

When you order 500 recipe cards, we don't print 500 individual sheets.

Instead, we use imposition—the process of arranging multiple copies of your project on one larger press sheet, typically 12×18 or 13×19 inches.

Think of it like baking cookies. Rather than baking one cookie at a time, you fill the entire baking sheet. Printing works the same way.

By fitting several pieces on each sheet, we:

- Use less paper, reducing waste.
- Print faster, since each sheet carries multiple finished pieces.
- Make finishing easier, with fewer cuts and better alignment.
- Lower production costs, helping us keep prices competitive.

Imposition also includes crop marks and bleed areas, ensuring your printed pieces trim cleanly with no unwanted white edges. Many times we also add a barcode to automate the trimming.

For example, a 5×8 recipe card can often be printed four-up on a 12×18 sheet. Instead of running 500 sheets through the press, we print about 125 larger sheets and trim them into the finished recipe cards.

You may never see the large printed sheets, but imposition is one of the reasons professional print shops can produce high-quality work quickly, accurately, and efficiently.

It's one of the “behind-the-scenes” techniques that helps us **PRINT SMARTER—NOT JUST FASTER.**

At Laser Letters, we're happy to review files, answer questions, and help you prepare artwork that prints properly and professionally.

THE BOTTOM LINE:

Our imposition process saves you money. All we need is your print-ready PDF with crop marks and bleeds.