

MAX SAMES

Letterpress:

Letterpress tools, nowadays made not from lead or zinc anymore, but from modern polymeres, are set up beforehand with a raised and reversed image to your liking.



This tool, very affordable in production, is inked and pressed into a preferably soft and high volume stock to result in impressed letters or logos with ink remaining deep in the image of the process.

While in the old days, "Buchdruck" as used by Gutenberg, had the goal of little or no visible pressure on the stock (and its backside), today's taste dictates to use much higher pressure for a wonderfully vivid and live look.

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So, today's letterpress is more like a combination of debossing and printing in one single process thus saving time and money while coming up with a 3-dimensional look that now, more than a decade after its start, has found its very own niche.

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While in the old days, only prefabricated types could be used, today almost any image can be reproduced with this magnificent technique.

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Note, that screening resolutions are much lower than in lithoprinting and that only one color per run can be achieved. Multiple colors can be registered perfectly for even complicated designs and for very unusual, astounding effects.

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