

# A Word In Edgewise, Inc.

## Silver Series Stationery (Letterhead)

See Catalog or Web site for Standard Ink Color Samples, and Paper Stock Samples.

Prices are based on customer supplied camera-ready artwork.

We will gladly help you with your layout specs.

### Standard Ink Colors:

Black, Reflex Blue, Process Blue, Teal, Gray, Red, Burgundy, Green, and Brown.

### Recycled Stock:

This series offers a wide selection of recycled stocks at **NO ADDITIONAL CHARGE**.

Just look for the recycled symbol ♻ following the paper color.

Stationery in the Silver Series is printed with Industry Standard High Gloss RAISED Inks. This process is fully compatible with Inkjet and Impact printers.

### WARNING:

Standard High Gloss RAISED Ink is NEVER safe in Laser Printers or Heat Drum Copy Machines.

Regardless of who prints your stationery, remember ... if you put Regular Thermography RAISED Ink in a Laser Printer or Heat Drum Copier, the heat will melt the thermographed ink and this will RUIN your printer or copier!

So ... if you use a Laser Printer or Heat Drum Copier, and want RAISED Ink, please specify "Laser Safe Thermography." (Due to the high cost of the process itself, and in order to accommodate your request, please add \$17.00 per run of 1000. Runs of 250 or 500 will be priced at \$17.00 as if they were a run of a 1000. Runs of 1500 will be priced at \$34.00 as if they were a run of 2000, etc.)

But good news ... if you prefer FLAT Ink for your Laser Printer, Heat Drum Copier, or as a personal preference, you may choose "Flat Laser Safe" at **NO ADDITIONAL CHARGE**.

## Up Front Options & *PrintSpeak* in Plain Speak

### Exact Registration:

An Exact Registration is when Inks or Foils that are different colors are printed less than 1/16" from each other, or they are printed one ink on top of another, thereby touching. Add \$17.00 per 1000 letterhead ordered.

### Premium Ink Colors:

Gold and Silver Inks are available for an additional charge of \$9.00. Extra production time is necessary when printing with these inks.

### Special Inks (Pantone® Matching System):

The Pantone® Matching System is the Standard International Reference for selecting, specifying, matching and controlling ink colors.

The Silver Series offers a wide selection of standard colors at **NO ADDITIONAL CHARGE**. — see **Standard Ink Colors** above — We also offer Premium Ink Colors for a nominal fee.

For a Pantone® matched color, add \$67.00 per color, regardless of quantity ordered. This cost covers the process of a special press run for your order.

**Paper Stock: Customer Provided Stock ~or~ Standard Bond White Stock**

Standard Ink Colors	<b>Best Value</b>			
	250	500	1000	Addl. 500s
Black	52.00	65.25	92.00	34.25
1 Color	52.00	65.25	92.00	34.25
Black + 1 Color	68.50	82.00	108.75	38.50
Relfex Blue + Red	70.25	83.50	110.25	38.50
2 Colors	85.25	98.75	125.25	40.25

**Paper Stock: 25% Cotton Bond (8½" x 11")**

**Paper Colors: White √ or Soft White √**

**Blank 2nd Sheets: \$29.75 per 500**

**Paper Stock: Monarch Size (7¼" x 10½")**

**Paper Color: White Only √**

**Paper Stock: Linen**

**Paper Colors: Brite White √, Soft White √, Ivory √, Vintage Gray √, Tan √, China Blue √, Mauve √**

**Blank 2nd Sheets: \$24.75 per 500**

**Paper Stock: Laid**

**Paper Colors: White, Natural White √, Ivory, Victorian Gray, Feather Gray √**

**Blank 2nd Sheets: \$28.50 per 500**

**Paper Stock: Parchtint**

**Paper Colors: Pink, Natural**

**Blank 2nd Sheets: \$28.50 per 500**

Standard Ink Colors	<b>Best Value</b>			
	250	500	1000	Addl. 500s
Black	57.00	77.00	111.25	47.75
1 Color	62.00	82.00	116.25	49.50
Black + 1 Color	73.50	93.75	128.00	52.75
Relfex Blue + Red	75.25	95.25	129.50	52.75
2 Colors	90.25	110.25	144.50	56.00

**Paper Stock: Fibre-Tone**

**Paper Colors: White √, Silver, Natural √**

**Blank 2nd Sheets: \$23.50 per 500**

**Paper Stock: Strathmore**

**Paper Colors: Ultimate White, Natural White, Soft Blue √, Soft Gray √**

**Blank 2nd Sheets: \$23.50 per 500**

Standard Ink Colors	<b>Best Value</b>			
	250	500	1000	Addl. 500s
Black	68.50	87.00	120.25	59.50
1 Color	73.50	92.00	125.25	61.00
Black + 1 Color	85.25	103.75	137.00	63.50
Relfex Blue + Red	87.00	105.25	138.75	63.50
2 Colors	102.00	120.25	153.75	67.00