



PELLA ENGRAVING
C O M P A N Y

GLOSSARY

Crosshatch – A series of lines is used to re-create the your artwork. Placing the lines closer together or farther apart and changing the line direction create shadows and depth.

Hot Stamp Dies – Magnesium plates that are used for printing with foil.

Laser Engraving – Artwork for laser cutting is transferred to or designed in a computer program. The material which will be cut is loaded into the laser cutter, and a computer guides the laser as it cuts your design perfectly every time.

Letterpress Plates – Magnesium plates that are used for printing, imprinting, and crash printing.

Metal Etching – A photo-negative is prepared for artwork that needs to be etched. This image is exposed on the photo-sensitive surface of the metal. The coat hardens, covering and protecting the areas that will not be etched. The exposed metal is then chemically etched to provide a clear relief image. Color finishing and a clear coating result in a professionally-finished product.

Metalphoto® – A metalphoto begins its life much the same as a regular photograph. The artwork is transferred to the metal by way of a negative or positive that is developed, fixed, and washed. It then goes into sealing tank where the design is actually embedded into the metal. The process creates a scratch-proof image that is highly durable.

Sand Carving – The product is carved using silicone sand. This technique creates a recessed image.

Stipple – Small dots are used to re-create your artwork. The shadows and highlights of the images are captured, resulting in amazing likenesses. Stippling works well with a number of our processes.

Sublimation – The process by which a color image is transferred from artwork to an item, such as a mug, tile, metal, along with numerous other items.

Typesetting – Our graphic artists specialize in the process of fitting your text and ideas to the chosen layout.