



## LETTERPRESS PRINTING IN TEN SENTENCES

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Letterpress printing is a relief process, the oldest form of printing—it comes from the art of woodcut prints, in which the areas not meant to print are gouged out of the woodblock, leaving a design that stands in relief.

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The surface of the raised design is inked, then pressed into paper, thus transferring the image.

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Letterpress printing from moveable type was introduced in Europe around 1450 AD by Johannes Gutenberg, a high-tech innovator of the time.

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The invention of printing from moveable type was a revolutionary technology which created an explosion of books and the interchange of information that created the conditions for the emergence of the modern world.

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Letterpress was the dominant commercial printing technology for 500 years, until it was superseded by offset lithography in the 20th Century, which was faster and better at printing photographs.

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A revival of interest has occurred in letterpress printing because of its unique ability to produce printed work that is simple, beautiful and authentic.

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The slightly debossed effect of letterpress printing on a fine sheet of paper creates a pleasing tactile experience that people really appreciate.

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Traditionally letterpress printing was done from handset metal type—now it is usually done from photopolymer relief plates with designs generated on a computer.

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Letterpress printing is very adaptable—it is excellent to use for refined stationary and invitations; it also can work well for funky, idiosyncratic graphic art—it all depends on the design, materials and presswork.

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If you want printed work that is admired as something unique and saved as something special, you should try letterpress.