THE GUIDE TO MAPLE HOT FOIL BLOCKING

Maple

What is hot foil blocking?

Foil blocking, (also known as foil stamping or foil application) is our printing process to apply a metallic or pigmented foil on to the surface of our card strut mounts or folders. The foil is applied under pressure by a heated die, making it permanently adhere to the surface of the card and also impressing the design of the dye into the card.
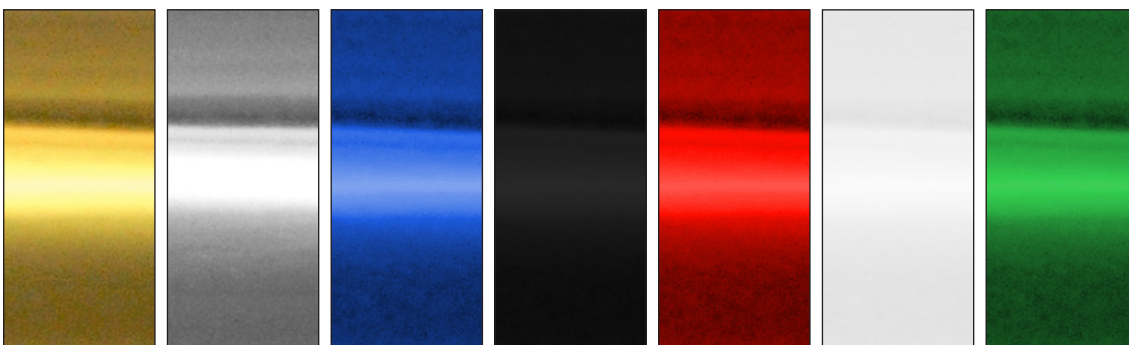

Where can I use hot foil blocking?

You can order foil blocking for any of our card strut mounts or folders available in our online shop.

What foil colours are there?

Foils are available in metallic Silver and Gold as well as Green, Red, Blue, Black and White.

Foil colours

| GOLD | SILVER | BLUE | BLACK | RED | WHITE | GREEN |

What are the two types of foil blocking you offer?

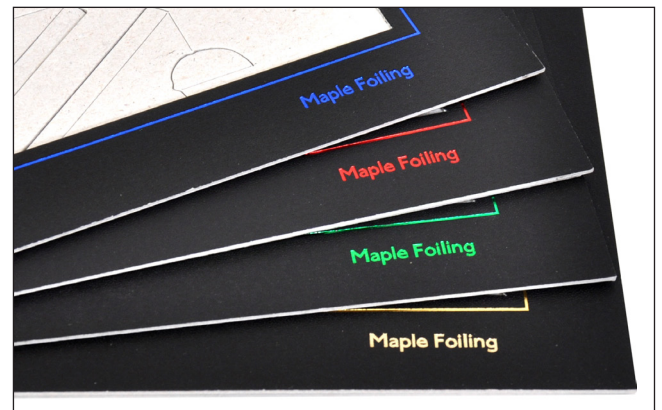We offer two types of foil blocking - Simple Text and Complex.

1. Simple Text foil blocking

This type of foil blocking is for simple text with a **maximum of two lines and a maximum width of 40 characters including spaces per line**.

There is a choice of three fonts. No artwork is required from you for this type of foil blocking - you just quote the text required when you order the foil blocking and we set the text up in metal type to make the blocking dye.
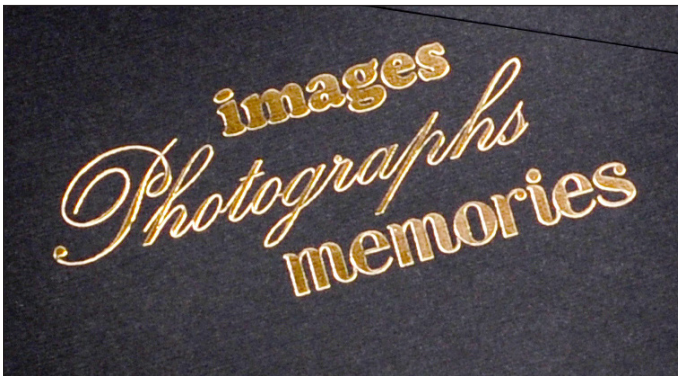

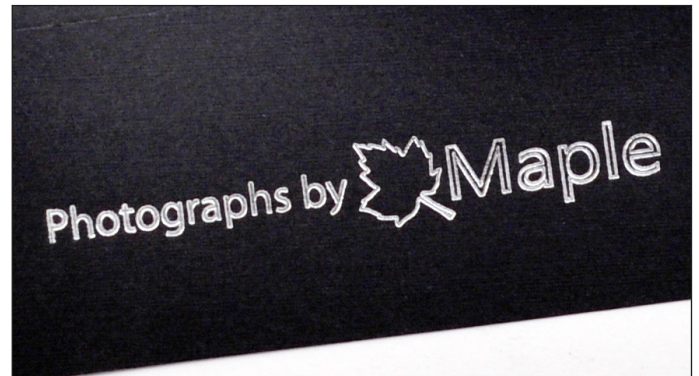**Simple text foil blocking**

2. Complex foil blocking

This type of foil blocking is for more complex text and logos. Artwork is required from you for this type of foil blocking. From your artwork we make the blocking dye. The maximum block size is 76mm x 114mm (3" x 4.5").

Important - see our FOIL BLOCKING ARTWORK GUIDELINES for the artwork requirements.

Complex foil blocking - logo only

Complex foil blocking - logo and text

Can I check the foil blocking before printing?

Yes, of course. We offer two levels of check (approval before printing).

1. Low resolution image proof by email

After making the foiling block we make a test impression on the strut mount/folder and using the foil you have ordered. This is quickly photographed and the low resolution image is emailed to you so you can check for spelling errors and for positioning of the impression on the strut mount/folder.

Low resolution image proof

Note, this is a 72 dpi image and is not suitable for checking the foiling quality, if you wish to do this or require a high resolution image then you will need to order a "Foiled sample proof" see below.

2. Foiled sample proof strut mount/folder delivered

After making the foiling block we make a single impression onto the strut mount/folder and using the foil you have ordered. This is sent by courier to you for approval.

Important - applies to both levels of approval

You will need to telephone/email your approval if at all possible within 24 hours of receiving low resolution image or sample proof. Delays in approval will result in delayed printing of your order We will not proceed with printing your order until your approval has been received.
Spelling errors in a Simple Text foiling order will be corrected free-of-charge.
Any change required to a Complex Foiling order will result in a new block being made and this will be charged for as a new order.

How long before I receive my order?

Simple Text foil blocking

We aim to despatch your order within 7 days from ordering. Delays in approval over 24 hours will extend this accordingly. To this you need to add the courier delivery time you have selected in the shop checkout.

Complex foil blocking

We aim to despatch your order within 7 - 10 days from ordering. Delays in approval over 24 hours will extend this accordingly. To this you need to add the courier delivery time you have selected in the shop checkout.

Can I mix sizes and/or orientation of the strut mount or folders I order for foil blocking?

Yes you can a mix of sizes (and a mix of upright and view) of strut mounts/folders at no extra cost, providing only one block is used and they are printed at the same time.

How how much does foil blocking cost?

Simple Text foil blocking

With a **low resolution image proof**	£ 45.00
With a **foiled sample proof**	£ 80.00

Complex foil blocking

With a **low resolution image proof**	£ 78.00
With a **foiled sample proof**	£ 111.00

Notes:

1. Prices are for one blocking in one position. The prices are irrespective of the number of strut mount/folder to be printed.
2. Additional impressions/positions are £45.00 each for Simple Text blocking and £78.00 each for Complex blocking, respectively. For example, a folder with one Simple and one Complex block impression with a foiled sample proof of the finished folder will cost £154.00 (i.e. £45.00 + £111.00).
3. You can a mix of sizes (and a mix of upright and view) of strut mounts/folders at no extra cost, providing only one block is used and they are printed at the same time.
4. Prices are in addition to the cost of your strut mounts or folders
5. Prices are including VAT.

How do I order foil blocking?

Simply, order your strut mounts or folders and then the type of foil blocking service you would like and then pay for them in the checkout.

For Simple Text foil blocking you add the text you want when you order the foil blocking.

For Complex foil blocking you will need to send your finished artwork to us - see our artwork quide for details (available on the website).

We will contact you regarding the position and orientation of the blocking on the strut mount/folder.

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