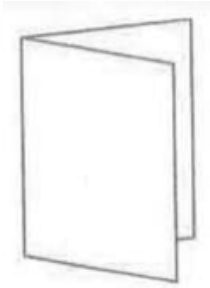


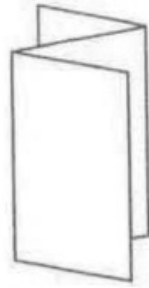
# Folding Guide

Having an Insight into folding can help you design your product more economically reducing the overall cost of your printing. Below are some of the most common ways to fold:



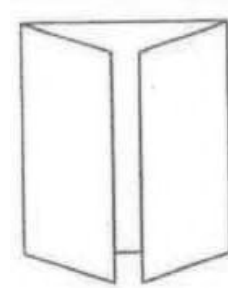
## Single Fold

Folded down the middle to make four pages (4pp).



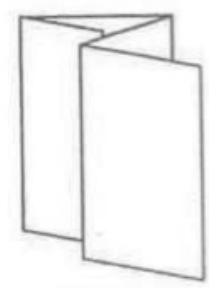
## Concertina Fold

Folded back on it's self to make a zig-zag.



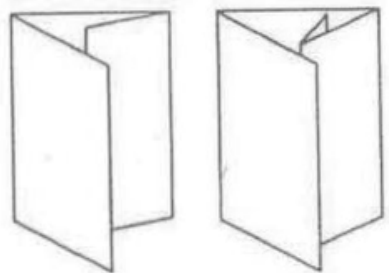
## Gate Fold & Double Gate Fold

Gate fold: both sides fold to the middle (6pp).  
Double gate fold: both flaps fold and meet in the middle and are then folded again to create eight pages (8pp).



## Parallel Fold

Parallel Folds are a range of folds associated with maps. They are usually folded once in half and then half again.



## Roll Fold

One panel is rolled over the next and continued to the desired size. Each panel progressively gets smaller.



## French or Right-Angled Fold

Commonly used for poster inserts & leaflets that are designed to be opened flat



## Endorsement Fold

The product is saddle stitched then folded in half. Commonly used for retail inserts that are inserted into newspapers or magazines

