Helpful tips to demonstrate the visual and tactile effects of Printing Black vs. 100% Black Ink
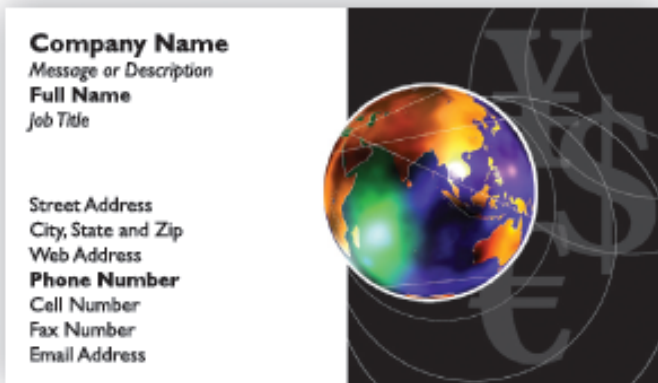
To ensure the best possible results for your order, it is important to understand when to use Printing Black and when to use 100% Black. Printing Black is a build of CMYK inks that allow ink to appear richer and more vibrant. Using 100% Black gives the appearance of a muted black tone. Follow the guidelines below for creating the look you desire.
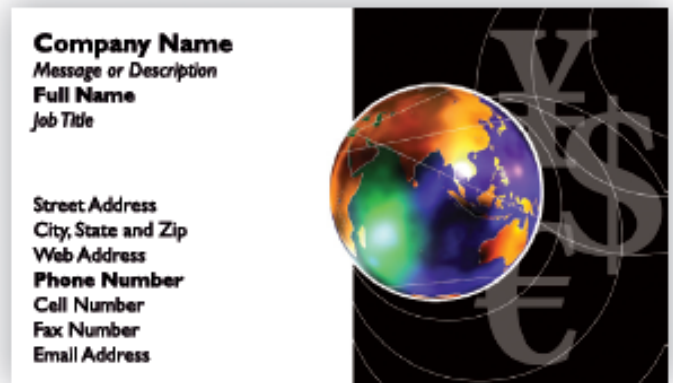
Printing Black
Use Printing Black instead of 100% Black when in registration with other colors, in areas with heavy ink coverage and for bold type or lines that are thicker than 2.5 points.
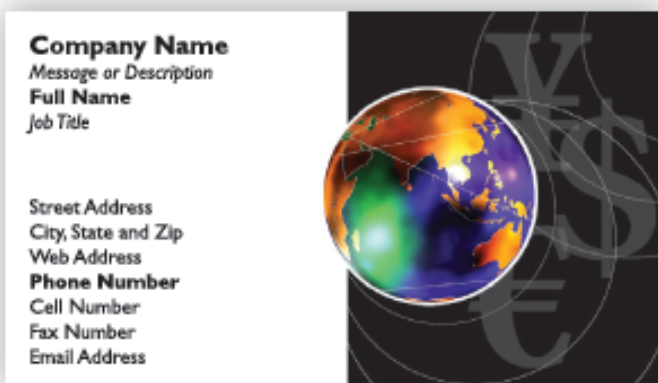
100% Black
Below shows a representation of how Printing Black and 100% Black will affect the art and text of your order.
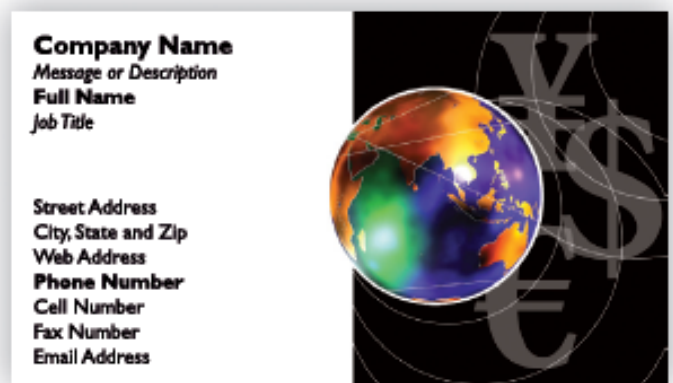

Art & text above is printed using **100% Black** in full color thermography.

Art & text above is printed using **Printing Black** in full color thermography.

Art & text above is printed using **100% Black** in flat full color.

Art & text above is printed using **Printing Black** in flat full color.