



**CTI PAPER USA**

# Ruche™

## Creped Text and Cover Printing & Handling Hints

**Ruche® Creped Text and Cover Papers are easy to use when following these simple hints. We recommend you pre-test all procedures prior to press time to ensure you achieve the desired results.**

**Handling:** Keep Ruche wrapped in mill packaging until the moment of printing. It is recommended to let the paper acclimatize in the press room for a minimum of 24 hours-longer during cold weather. Also keep Ruche covered during drying, between passes and prior to any finishing work. Pressroom conditions should be as close as possible to 68 degrees and 45-60% relative humidity. If the bindery has a different climate than the pressroom, allow the paper to acclimatize to those conditions.

**Letterpress:** Ruche is ideal for Letterpress printing. Text, linework and patterns will print best. Large solids are likely to show some imperfections. Sometimes these can be incorporated into the design to enhance the piece. Pre-test for compatibility.

**Foil Stamping and Embossing:** Ruche is an excellent candidate for foil stamping. The pressure and temperature of the foil stamp will flatten the texture of the creping and give a nice contrast to the rest of the sheet. Larger solid areas of foil stamping will be more challenging to fill in completely. Pre-testing is always recommended.

**Ink Jet Printing:** The open structure of Ruche allows it to accept ink jet printing very well.

**Offset Printing:** The creping process weakens the surface of the sheet and leaves loose fibers on the surface that can cause picking. The sheet is not recommended for offset printing.

**Dirt:** Ruche™ may exhibit a slightly higher dirt count than standard text and cover papers. This is due to being made from post-industrial waste material and is considered a normal occurrence.

**Reverse:** Ruche text has a smooth backside with most of the texture on the felt side. Consider how this relates to your project in the design stages. Both the 100 lb and 170 lb covers have equal front and back sides.

**Delivery:** For optimum results, set jogger pressure to a minimum and lifts at 3 to 5 inches. Jogging can be difficult due to the light weight sheet and rough texture, so some hand jogging might be required.

**Cutting/Die cutting:** Ruche cuts well under normal cutting conditions both in guillotine trimmers and die cutting. Due to the rugged texture and softness of the sheet it requires extra care to square up, especially for the text weight. Limit stack height to avoid draw.

**Scoring and Folding:** To properly score Ruche, start with a 2-point rounded channel score. The matrix channel should be a minimum width of 2.5 times the caliper of the sheet to be scored, plus 28/1000". The sheet typically folds well in both directions and the creped surfaces tend to release slightly at the fold.

**Binding:** Normal binding operations should be successful. Pretesting is recommended.

**Adhesives/Envelopes:** With the rough surface of Ruche seal gum adhesives lack sufficient surface area to adhere well. Pressure sensitive adhesives are required in this application. This may apply to other adhesive applications as well, so testing is recommended.

*Note: The above recommendations are "hints" based on our knowledge and experience. CTI Paper USA and its affiliates do not accept responsibility for omissions or pressroom errors. Email [printing@thepapermill.com](mailto:printing@thepapermill.com) or call 800-284-7273 for additional assistance.*

Printed on ASPIRE Petallics® Snow Willow 81 lb. Text