

## Handy Guide to Z Fold Cards

Z Fold Cards are one of the most innovative forms of compact media ever produced and are still as popular as ever. They are a handy pocket size, contain a lot of information and have a high retention value.

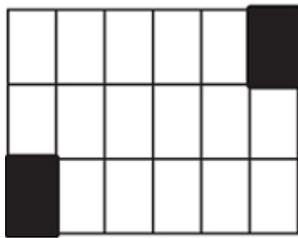
We have now produced many millions of these Z Fold Cards for a huge range of campaigns and applications, and we have four Z Fold Card binding lines in production.

Some customers we talk to are a little nervous about producing Z Fold Cards even though they have potential customers for them. It's usually because they have not printed them before and it is a slightly different to standard A4/A5 fare.

No need to worry, we are here to help with the planning and we will give you the working sheet size and gutters we require. We will also recommend the best materials and paper weights to use.

Z Fold Cards can contain up to 72 printed pages of text and the most popular finished cover sizes are 85 x 54mm and 108 x 78mm. We stock the cutting tools for these sizes to be able to apply radius corners.

Here are the flat and finished sizes of the most popular formats:



### Cover size 85 x 54mm

#### Folded text size 78 x 50mm

PP	Panels	Open flat size
24pp	4 x 3	234 x 200mm
30pp	5 x 3	234 x 250mm
36pp	6 x 3	234 x 300mm
42pp	7 x 3	234 x 350mm
48pp	8 x 3	234 x 400mm
54pp	9 x 3	234 x 450mm
60pp	10 x 3	234 x 500mm
66pp	11 x 3	234 x 550mm
72pp	12 x 3	234 x 600mm

### Cover size 108 x 78mm

#### Folded text size 99 x 70mm

Open flat size
297 x 280mm
297 x 350mm
297 x 420mm
297 x 490mm
297 x 560mm
297 x 630mm
297 x 700mm

