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# Different Types of Folds You Can Use After Brochure Printing

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There are several aspects of a brochure that you can modify to create a more effective marketing tool such as coating for added luster, paper stock for durability, and increased size for larger images and more contents. But there is another of its features that you can customize after brochure printing and right before preps for shipping.

Folds contribute to the appeal of brochures. It makes it extra handy, and may even add as an effect that complements the design and layout of your brochures.

## Folds and descriptions

Below are the type of folds and their corresponding descriptions according to number of sections and numbers of folding.

### 1. No-fold

This type of brochure may be also called as a flyer. It has no folds and both sides are utilized for printing.

### 2. Single-fold

A single-folded brochure is one that has two sections creating a total of four pages or panels. It is usually bisected, meaning divided exactly in the middle area.

The fold may be lengthwise, resulting to a longer brochure. It may also be crosswise which, in turn, creates a wider brochure.

It is sometimes referred to as bi-fold but it is actually folded only once and creates two sections.

### 3. Letter fold

Letter fold is also known as No. 10 fold as it fits into a No. 10 envelope.

The same with the name confusion case of bi-folds, letter folds are interchanged with tri-folds. This is incorrect since letter folds are folded only twice, creating three sections with six pages.

### 4. Roll fold

Otherwise known as barrel fold, a roll fold resembles a letter fold in that it has three sections and six pages. However, the innermost panel is smaller than the other panels.

#### 5. Accordion fold

Accordion folds are known to others as z-fold, although the degree of folding may make the brochures have more sections than an actual z-fold.

To achieve this effect, the paper is divided into sections and folded like the accordion canvas. It may have six or eight pages, depending on the number of folds you make.

#### 6. French fold

A French fold is made by folding the paper crosswise and equally, and then folding it again equally in the same manner. This results to a four-page brochure that looks like a greeting card.

Other terms for French fold include rectangle fold and right angle fold.

#### 7. Gate fold

The gate fold is one which has eight resulting panels, four in front and four at the back. The panels at each opposite end are folded inward, towards the center of the page. This creates a gate-like effect for the brochure.

#### 8. Parallel fold

Also called half and half, this type of fold is produced by bisecting the paper crosswise and then folding it again into half equally lengthwise. This creates a total of eight equal panels at the back and front with four visible sections.

Note that folding is automated and is not always precise so have a margin for error. The thicker the paper you use, the higher the chance of inaccurate folding for succeeding folds like in the case of parallel and French fold.

If you can visit your printer, it is recommended that you bring a sample for brochure printing and folding. Chances are that they already know the folds but having a prototype with which they can base the print product is good. If it is an online printing company, just send them an image.

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