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White Print Terminology

When using white ink for printing on non-white items there are some terms you should use and understand:

- Pre-Fill:** The white prints first and then the copy over it.
The white is only behind pre-determined areas of the copy.
- Pre-Flood:** The white prints first and floods the entire copy area.
- Post-Fill:** The white prints after the copy and is only on top of pre-determined areas of the copy.
- Post-Flood:** The white prints after the copy and it will flood the entire copy area.

Post-fill and post-flood will mostly be used on clear items like static cling and acrylic. When this is the case remember that it will be a **Mirror Print**.

- Mirror Print:** An item is printed in reverse such that it would be viewed correctly if observed in a mirror.

In the industry when using clear and mirror prints you will hear two other terms to clear things up.

- First Surface:** The item is printed such that you can walk up to it and touch the ink. Most everything we do is first surface. If an item is printed first surface, and you are using white, it would be Pre-Filled or Pre-Flooded.
- Second Surface:** The item is printed such that you cannot touch the ink from the viewing side. This is how most companies print clear acrylics and clear static clings. If an item is printed second surface it will be mirror printed and you would Post-Fill or Post Flood the print.