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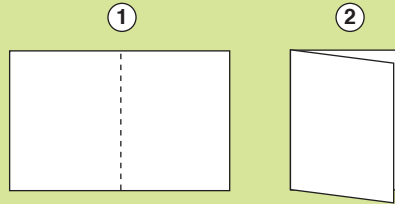
# Your Ultimate PAPER FOLDING GUIDE

Choosing effective folds for your marketing pieces can seem overwhelming and confusing. Below you'll find an outline of the most common fold types used in print marketing.

## Half-Fold

One fold  
Two, full-size panels  
Creates one to four areas for print

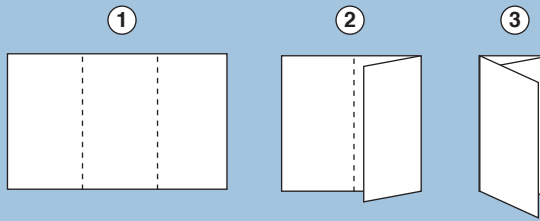
Great for: greeting cards, programs, booklets, brochures, invitations



## Tri-Fold

Two folds  
Two, full-size panels, one panel 1/16" narrower  
Creates one to six areas for print

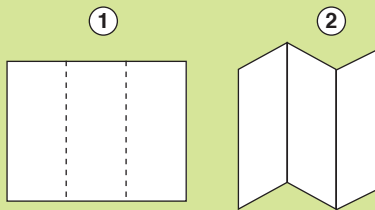
Great for: letters, statements & invoices, brochures, correspondence



## Z-Fold

Two folds  
All panels full size  
Creates one to six areas for print

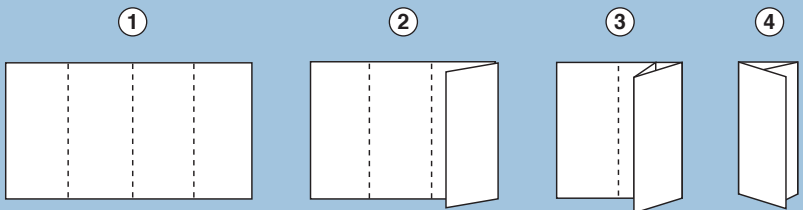
Great for: letters, statements & invoices, brochures



## Four-Panel Fold (Roll Fold)

Three or more folds  
Two outside panels full size, each inside panel 1/16" narrower  
Creates one to eight areas for print

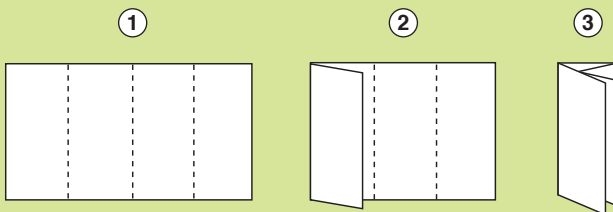
Great for: letters, statements & invoices, brochures, correspondence



## Double Parallel Fold

Two folds  
Sheet folded in half and folded again  
Creates one to eight areas for print

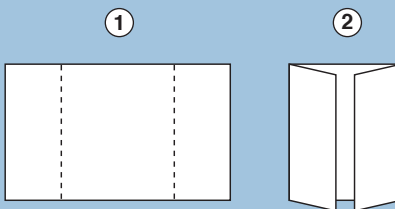
Great for: brochures, posters, leaflets



## Gate Fold

Two folds  
Outside panels full size, inside panels 1/32" narrower  
Creates one to six areas for print

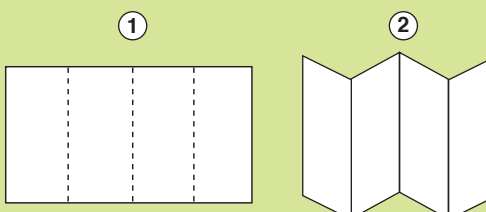
Great for: letters, statements & invoices, brochures, correspondence



## Accordion Fold

Two or more folds  
Panels all full size  
Creates one to eight areas for print

Great for: letters, statements & invoices, brochures



**RETURN TO THE FOLD!**

Reach out today to look your best in print!