

Frequently asked questions about ordering an embosser:

1. If I order an embosser that is designed for heavier weight paper, will I still be able to use it on regular stationery or gold foil labels?

ANSWER: Generally speaking, the answer is yes. Sometimes, because the height and depth of the male and female die plates is greater when designed for heavier weight paper, you may see “tearing” in the embossed image when used on lighter weight paper and foil labels. Occasionally, the tearing may be severe enough that you may need to consider a second set of die plates on a new “clip” (embossing plate holder) insert that is designed for the lighter weight paper. When you order a custom seal from us, one of our goals is to provide maximum versatility and functionality. To accomplish that, we try make each seal so that it is “just deep enough” to work on the heaviest paper required.

2. How can I insure that my embossed image looks really crisp, evenly dispersed and with the best possible clarity?

ANSWER: Most of the time, it comes down to matching the right image, with the right embossing device, with the type of paper to be embossed. Some images don't always convert well to embossing. Since we make rubber stamps also, we occasionally recommend a stamp as the better way to print a particular image, especially when the user is not willing or able to allow us to modify the image to make it more embosser functional.

3. How exactly do embossers work?

ANSWER: Today's embossers are designed to “impress” an image into a piece of paper or similar material, using a perfectly aligned “male” and “female” die plate. The male die plate holds a raised etched “positive” version of the image and the female die plate contains a debossed etched “negative” version of the image. When pressure is applied to the embosser mechanism, the male and female plates are pressed together, and the material in between the 2 plates is simultaneously “pushed” up by the male plate and down by the female plate. This process effectively “tears” the embossed material, leaving behind a raised replica of the original image.

4. Isn't paper pretty much all the same?

ANSWER: This is the number one reason for unhappy embosser users! While we are NOT paper experts, we have had to learn a great deal about the different kinds of paper available on today's stationery market. Bottom line, because our business involves the tearing of paper “constructively”, we have had to learn how different paper tears. And speaking from experience, different paper fibers will tear differently! Paper fibers tend to run the gamut from soft & pliable to hard & brittle. Most are somewhere in between.

5. How can I predict how my paper will emboss?

ANSWER: For the most part, paper weight can be used as a good indicator of how specific paper will emboss. It's not a perfect science, but we have many years of experience making embossers and have developed a fairly simple and user friendly guide called [How To Choose the Right Embosser](#).

6. What determines the height of an embossed image?

ANSWER: The height of the etched image on the male plate and the depth of the debossed female image determines the final height of the embossed image. However, please remember that results can be totally different if using different paper types and weights. For instance, when using the same embosser with the same set of plates, you should expect less image height on thicker, heavier paper than, say with standard bond paper.