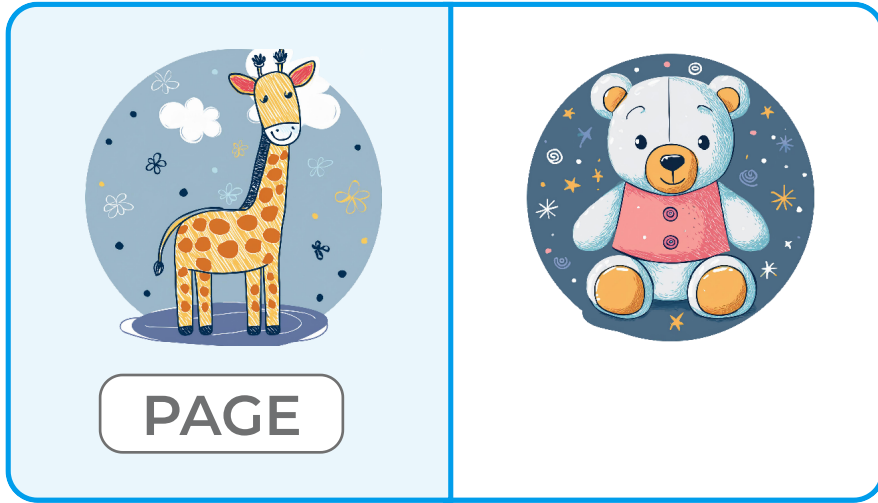


What Are The Differences Between Pages & Spreads?



A PAGE is the left or right side of a SPREAD



A SPREAD consists of two pages viewed together.

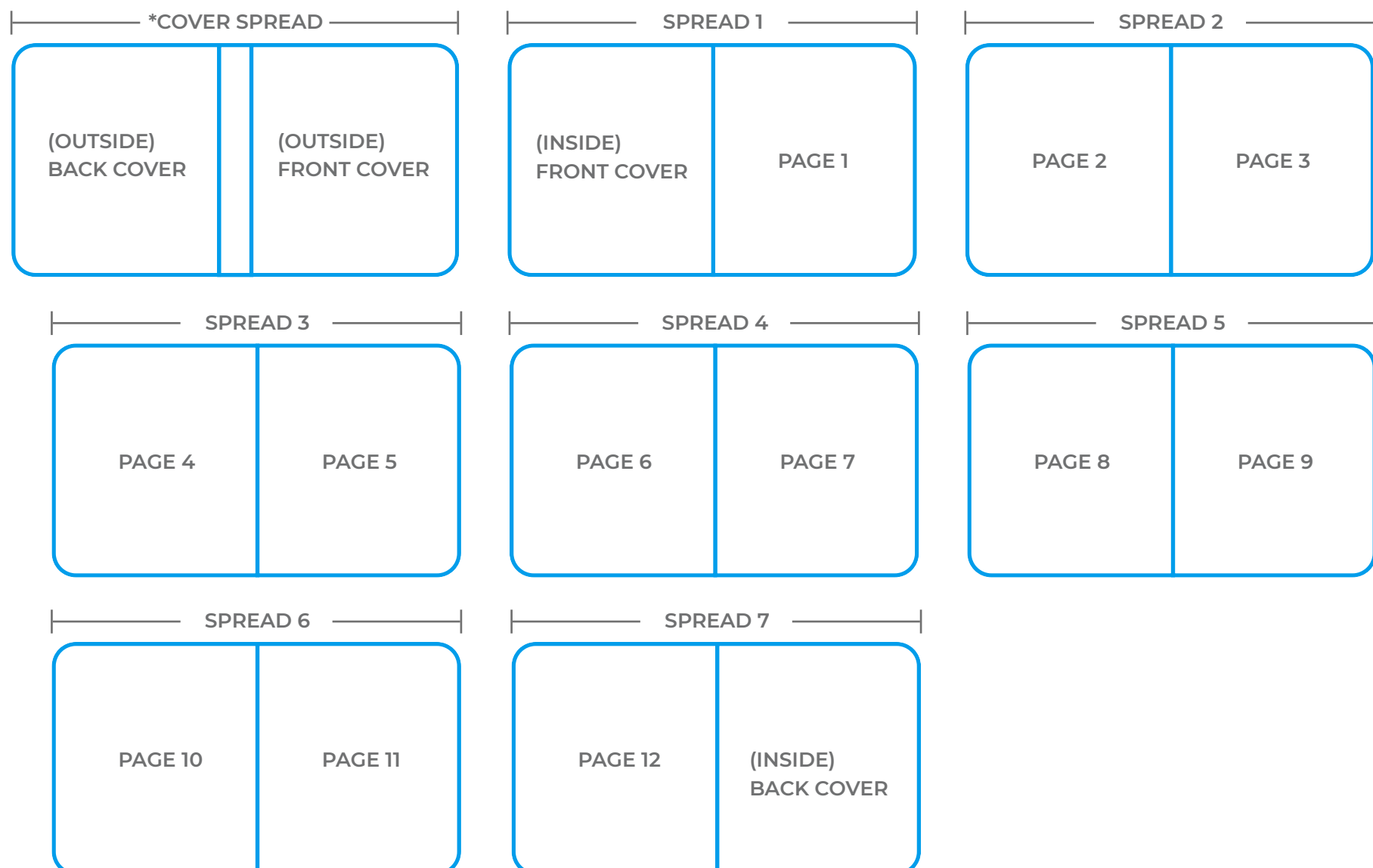
How to Count Pages & Spreads



Front and Back Cover

The front and back cover are considered 1 spread

Here is a visual to illustrate the number of pages and spreads in a 12 page book



To calculate the page count, do NOT include the front cover and back cover in your tally.

In our example, the 7.5" x 7.5" board book with 7 spreads has 12 pages (not including the inside and outside cover)



Understanding Board Book Page Thickness



Here's a brief overview of the two most common board book page thickness options:

40pt board book pages

- **Thickness:** 40pt (0.040 inches or approximately 1 millimeter)
- **Description:** This thickness is considered standard for most board books. It provides a good balance of durability and flexibility, making it suitable for little hands to turn the pages easily

60pt board book pages

- **Thickness:** 60pt (0.060 inches or approximately 1.5 millimeters)
- **Description:** The 60pt thickness offers enhanced durability and sturdiness. The pages are thicker and more rigid, providing extra resistance to tearing or bending.

When choosing between 40pt or 60pt board book pages, consider the intended audience and the level of wear and tear the book is likely to experience.

Thicker pages may be more appropriate for books that will be frequently handled or shared among multiple children, while standard 40pt pages are suitable for most general board book titles.

Both thicknesses are designed to withstand the rigors of little hands and provide a safe, engaging reading experience for young children.

Understanding Board Book finishes



We offer two finishes Aqueous Gloss (**Gloss**) and Aqueous Matte (**Matte**). Here's a quick guide to understanding the benefits of each.

Aqueous Gloss Finish:

- **Shiny Finish:** Provides a bright, shiny surface that enhances color vibrancy and detail.
- **Durability:** Offers excellent protection against fingerprints, smudges, and minor abrasions.
- **Wipeable Surface:** Easy to clean, making it perfect for children's books that often encounter sticky fingers.
- **Eye-Catching Appeal:** Ideal for books with lots of images and illustrations, adding a striking, professional look.

Aqueous Matte Finish:

- **Smooth Finish:** Provides a non-reflective, soft, and elegant surface that reduces glare.
- **Durability:** Offers good protection against wear & tear while maintaining a sophisticated look
- **Tactile Feel:** Adds a premium, velvety touch that feels great in hand, making reading a more enjoyable experience.
- **Subdued Elegance:** Perfect for books with a lot of text or minimalist designs, offering a refined and classic appearance.

Choosing the Right Finish:

- **For Bright Designs:** If your book features colorful illustrations or photographs, a Gloss finish will make your images pop and stand out.
- **For Subtle Designs:** If you prefer a more understated and sophisticated appearance, the Matte finish will give your book a timeless, high-quality feel.

Both finishes provide excellent protection and enhance the appearance of your board book. The choice between gloss and matte ultimately depends on your style preference.