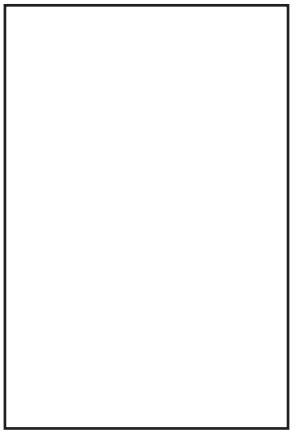
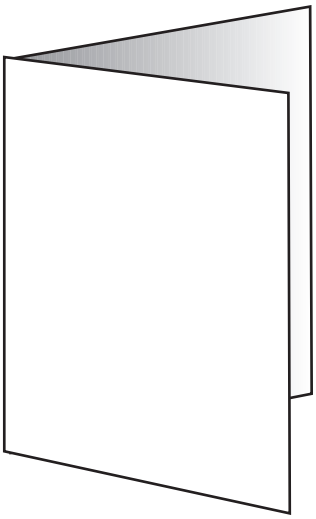
Leaflet folds

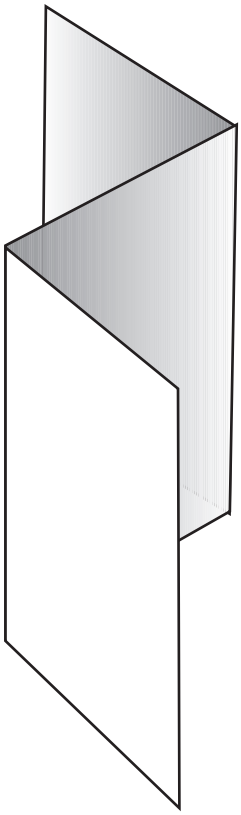


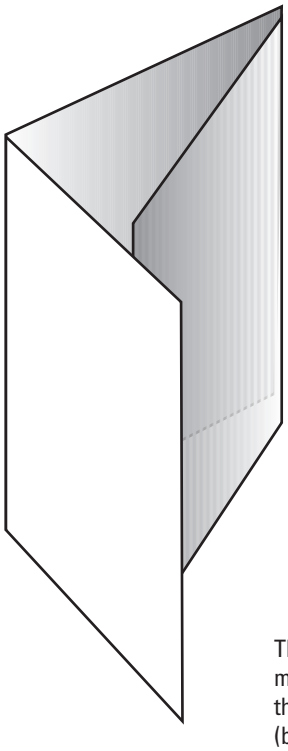
The simplest leaflet of all is just one sheet of paper (left). Usually printed on both sides, this would be refered to as a single sheet or as 2pp (printed pages)



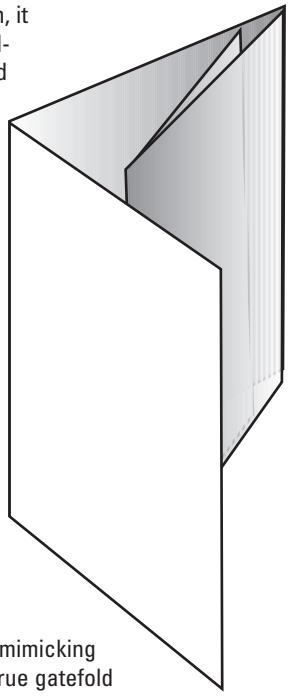
Folding a sheet in half (right) gives a 4pp leaflet

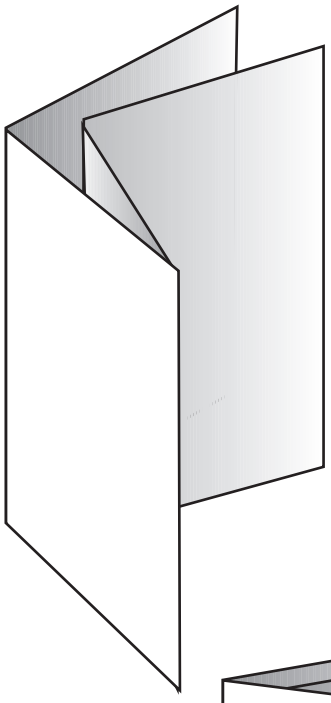
To the right is a 6pp concertina fold - sometimes called a Z fold. The sheet folds one way and then back on itself





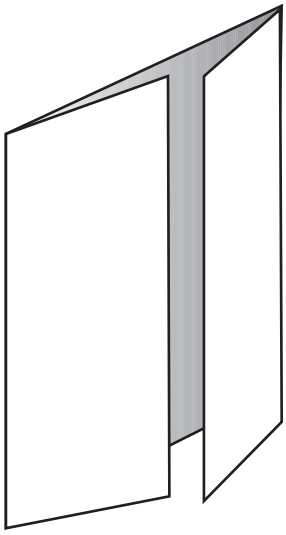
When the folds are all in the same direction, it is refered to as a roll-fold. Left is a 6pp and right is an 8pp

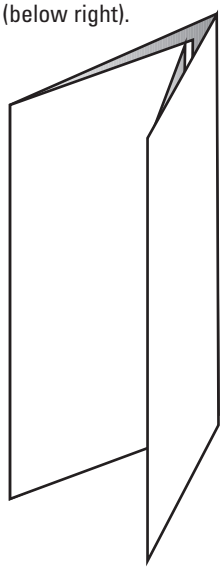


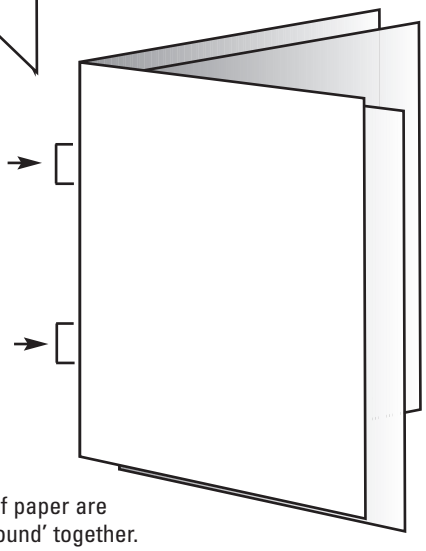


Mixing the directions of the folds gives a parallel fold - left

The gatefold is an often misunderstood. Literally mimicking the actions of a gate, a true gatefold (below left) meets in the middle, fold that in half and the result is a closed gatefold (below right).







As soon as separate sheets of paper are combined, they need to be 'bound' together. The most common form of binding is the saddle stitch (so called because the pages sit, saddle-like on the stapling machine). The staples are rerefed to as 'wires'; so the illustration above is refered to as an 8pp, two-wire saddle-stitch.