

A print product, be it a booklet, a folder, a brochure or a cardboard packaging with an individual design, remains the final expression of a label at the moment of reaching the customer or the trade shop. In order to reinforce the corporate claim visual emotions have to be evoked.

With the fascinating possibilities of print refinement quality and value of a print matter or packaging are emphasized to raise the customer's attention. Often less is more: small details put in a spotlight can valorize claim and value of the whole product.

## **Varnishing**

### ***Gloss Varnish/Matt Varnish resp. UV Varnish/Matt Varnish***

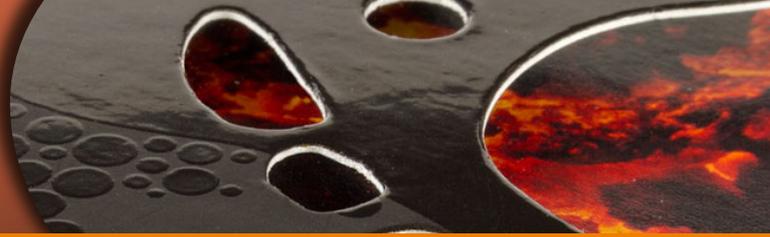
Surface varnishing offers a longlasting protection for the print product and create a pleasant haptics. Print products are basically refined by dispersion lacquer as an abrasion protection. UV varnishes (gloss or matt varnish) have a more intense effect and therefore give more value to the product. With these processes, extraordinary results can be achieved. In order to increase optic and haptic effects, a surface varnishing is often combined with further types of print refinement as, for example, foil stamping print. Just the combination of different refinement types creates a strong visual expression and awakes the customer's attention.

The choice for the best refinement variant depends on many components which are interpreted accordingly by the customer. Generally speaking a matt varnish is often interpreted as a more elegant type of varnish in comparison to a gloss varnish.

### ***Spot Varnish, Partial Gloss or Matt Varnish***

By the use of partial varnishing single visual elements are optically and haptically highlighted. An accent is used which stands out from the overall picture of the product. According to the motto "Less is more" the visual impression is directed via the matte and shine effect. For this effect, a gloss varnish is used on top of a matte basis.

In correspondence to the application method, the varnish is applied either by UV Flex print or UV screen printing. With screen printing, haptic results are achieved by the application of large amounts of varnish. This method is delicate in its detail and very suitable for creating a structured surface.



## ***Special Varnishing***

You are looking for limitless effects? Then we gladly support you with special forms of varnishing. On request, we process glitter or relief varnishes and fluorescent colors.

## **Film Lamination**

### ***Matte Foil***

The Matte Foil Lamination creates a sensible velvet character on the surface structure. That's how your product is granted a decent and stylish effect. Often, Matte Foil Lamination is combined with forms of foil stamping print, as well as a partial gloss varnish.

Please bear in mind that Matte Foil Lamination reduces the color intensity. The products therefore appear a little darker than the color values actually reflect. A color reduction has to be expected when using matte foil.

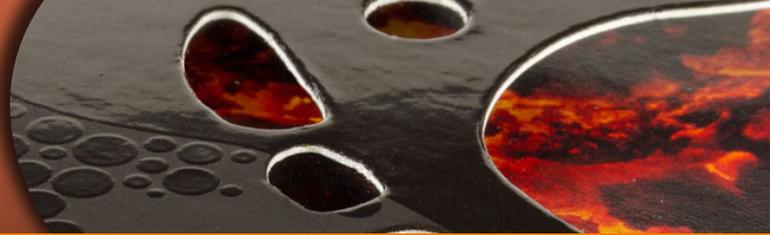
A highlight: A velvet sensation is created with a soft-touch matte varnish foil. Impression and haptic sensation are so authentic as if you were really touching a product covered by velvet.

### ***Gloss Foil***

The Gloss Foil Lamination intensifies the printed colors via the light effect. It hereby puts the product and its visual message into a spotlight. In addition, the gloss foil provides an optimum wear protection in a way that the products don't suffer abrasion under frequent use.

### ***Structure Foil***

The Structure Foil grants special haptics to the surface by means of its linen character and hereby protects the print product under high stress. In a next step, a structurizing barrel is applied. It is passed over the matte- or gloss-coated material and creates a surface forming. The intensity of the structure is characterized by the type of barrel applied to the surface.



## **Blind Embossing**

### ***High-embossed Motif***

The Blind Embossing is a relief embossing and is differentiated into high and deep embossing. In high embossing, the motif to be applied is raised (it exalts), in deep embossing the motif is deepened.

The material to be printed on is deformed according to the embossing tool and its counterplate. In order to display blind embossing in an optimum visual way a more intense deformation is necessary than in relief embossing. The deformation is limited by the consistency of the material. 300gr GC1 cardboard or strong grey cardboard, for instance, can be easily processed.

The multi-dimensional display with lights and shadows create a decent and impressive effect. The change between light and shadow appears very elegant.

### ***Deep-embossed Motif***

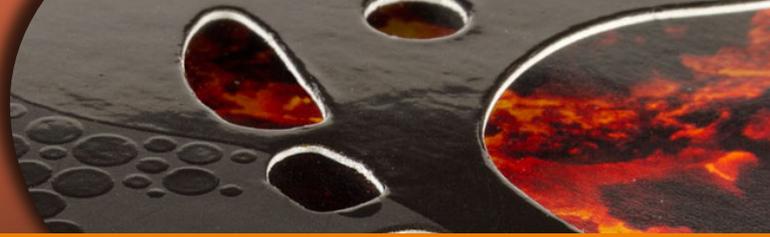
In deep embossment of a motif, deformation is applied deep into the material surface instead of exalting.

Actually, high and deep embossing are only two sides of the coin. A high-embossed element appears deep-embossed when observing the rear side of it. That's why every high embossing, regardless of a one-step, multi-step or structured embossing, at the same time shows a deep embossing on the rear side.

### ***Hot Foil Stamping***

The most frequent foil stamping technique is Hot Foil Stamping. The foil is passed onto the substrate by means of heat and pressure. This effect can be used aiming at a reinforcement of the relief effect.

Hot Foil Stamping convinces by a high color density and its appearance. Originally developed from the gold foil technique, the motif is nowadays brought to the substrate via heated high-pressure tools. Hereby only the colors present on the foil can be used. The most frequent foils are gold and silver foils, i.e. colors from the metallic color spectrum (Pantone). Colorless foils with gloss or matte foil effect can be interesting for many applications.



## Foil Stamp Printing

Foil Stamp Printing is very suitable for the presentation of labels. Criteria like quality, endurance and valence are transferred by the visual and haptic message. Corresponding claims like luxury, elegance and modernity are hereby communicated and fixed in the customer's mind. Moreover, the customer gains an individual awareness of the label and a high identification grade for the product.

### ***Plane Stamping***

Plane Stamping is the standard in foil stamp printing. In this technique, the optically effective layers are on the same level to the substrate. Only the clearly visual effects of the stamp foils are emphasized.

Most important is the use of metallized foils in order to gain the highest contrast possible between matte and shining elements. That's how details get clearly visible.

### ***Relief Stamping***

The layers of the stamp foil and the print substrate are deformed three-dimensionally corresponding to the surface body of the relief stamping tool and the counter plate. Hereby the visual perception is accompanied by the experience of a delicate relief that can be sensed haptically. A multi-dimensional, colored presentation with shadow effects and the hereby produced contrasts and shining effects of the stamp foils make the relief stamping seem dynamic. Quality in a print product is highly increased by this form of refinement.

***Please bear in mind:*** Relief varnish is not to be confounded with the here described relief stamping.