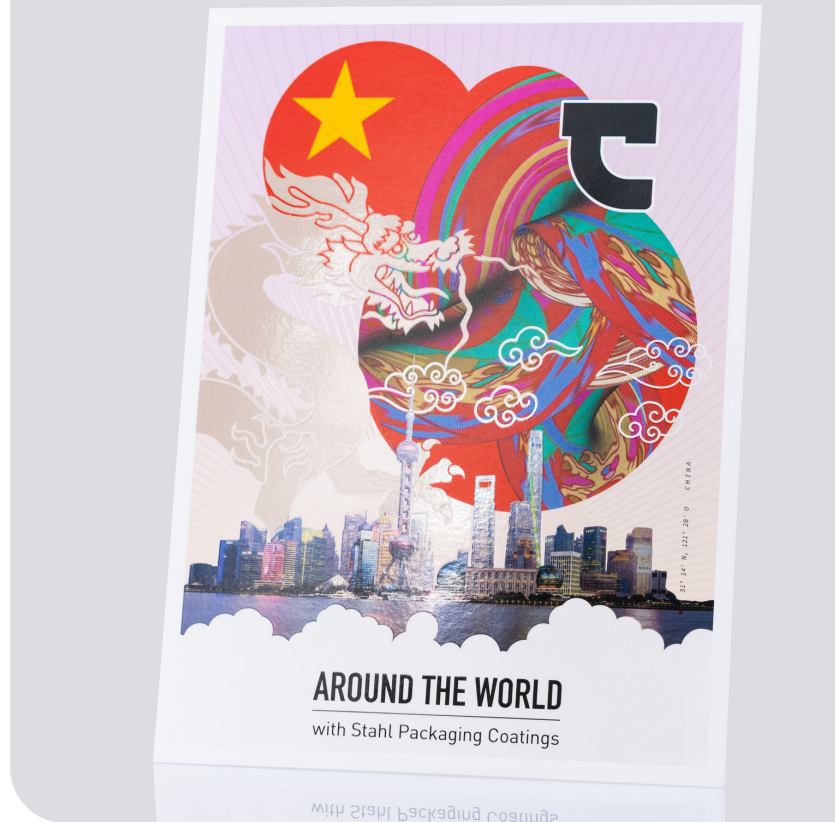


TUTORIAL: CHINA

Project Introduction

This sample card demonstrates how specialised coating technologies can transform the way a design is perceived. Senoprint® UV Silver creates a reflective metallic foundation that brings exceptional brilliance and vibrancy to the printed image. As the card is moved, changing reflections reveal different aspects of the design, creating a sense of depth and movement. Selective high-gloss effects further enhance this interaction with light, adding eye-catching highlights that guide the viewer across the artwork. The result is a dynamic and engaging print experience that continuously rewards closer inspection.



Project Description



Layer 1:

Senoprint® UV Silver Mirror Finish 92F 7900

Providing a reflective metallic surface beneath the printed image, this coating enhances the way colours interact with light. The resulting metallic effect brings additional depth, dimension and visual appeal to the design.



Layer 2:

UV Offset Ink

The ink layer forms the visual design and colour palette. Supported by the reflective silver layer beneath, it contributes to a metallic appearance that enhances brilliance and perceived depth.



Layer 3:

Senolith® UV Offset Matt Varnish 220 1010 UV

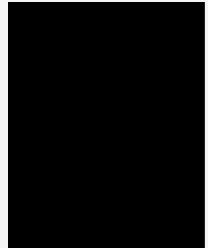
Spot varnish applied through the ink unit, this matt UV varnish creates a calm, refined appearance and provides a subtle contrast to more reflective coating effects.



Layer 4:

Senolith® UV High Gloss Varnish Hybrid 82F 7500

This high-gloss coating adds bright reflective highlights that draw attention to key areas of the design, increasing visual impact and dimensionality.



Layer 5: (backside card)

Sensora® WB FP Matt Coating 20F 5000

This matt coating on the backside creates a smooth, soft-touch feel that contributes to a refined and premium experience.

Key data:

Substrate	Holmen Iggesund Invercote G cardboard with 260 g/m ²
Offset inks	UV curable
Coating Process	Aluminium backed Nyloflex Gold

Coating Process by: **RR DONNELLEY**

Our team is keen to help you out, for further information and individual consultation.

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