

TUTORIAL: JAPAN

Project Introduction

This sample card demonstrates how light can become an active part of the design. Senoprint® UV Silver creates a vibrant metallic surface that shifts in appearance as the viewing angle changes, while Senolith® UV High Gloss Varnish Hybrid amplifies selected areas with brilliant reflective highlights. Together, these effects create a constantly evolving visual experience, drawing the eye across the surface and revealing new details with every movement of the card.



Project Description



1

Layer 1:

Senoprint® UV Silver Mirror Finish 92F 7900

Serving as the metallic base layer, this silver coating creates a reflective surface that enhances the visual appearance of the design. Its metallic effect is further amplified by the subsequent coating layers.



2

Layer 2:

UV Offset Ink

The ink layer delivers the colour and image detail of the design. Combined with the reflective silver base beneath, it contributes to the metallic appearance of the printed image.



3

Layer 3:

Senolith® UV Offset Matt Varnish 220 1010 UV

Spot varnish applied through the ink unit, this matt UV varnish creates a smooth and elegant finish that reduces light reflection and provides a subtle backdrop for the subsequent coating effects.

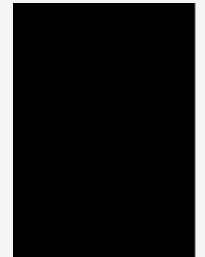


4

Layer 4:

Senolith® UV High Gloss Varnish Hybrid 82F 7500

Applied to selected elements of the design, this high-gloss varnish introduces reflective effects that enhance contrast and create a greater sense of depth.



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Layer 5:

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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