

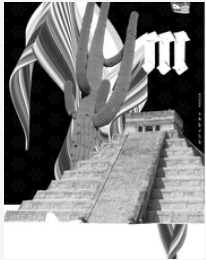
# TUTORIAL: MEXICO

## Project Introduction

Tactile effects have the power to strengthen the connection between a design and its audience. Vibrant artwork immediately captures attention, while the Sensora® UV Effect Lacquer Textured adds a distinctive tactile dimension that encourages closer interaction. The textured surface introduces depth and character, transforming the design from something that is simply viewed into something that can also be experienced through touch. By engaging multiple senses, the coating creates a richer and more memorable impression, demonstrating how surface effects can enhance both the visual appeal and overall impact of a printed piece.



## Project Description



1

### Layer 1:

#### UV Offset Ink

Serving as the base for the subsequent coating effects, the ink layer provides the colour and image detail of the design. Matt, gloss and textured finishes then enhance the print with depth, contrast and tactile character.



2

### Layer 2:

#### Senolith® UV Offset Matt Varnish 220 1010 UV

Spot varnish applied through the ink unit, this matt UV varnish creates a smooth, low-reflection finish that provides an elegant appearance and enhances the clarity of the printed design.



3

### Layer 3:

#### Senolith® UV High Gloss Varnish Hybrid 82F 7500

In contrast to the matt finish, this high-gloss coating introduces reflective highlights that enhance depth and create greater visual interest across the design.

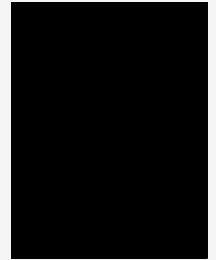


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### Layer 4:

#### Sensora® UV Effect Lacquer Textured 22S 7840

This screen-applied textured coating adds a raised surface effect that brings additional depth and a distinctive tactile quality to selected design elements.



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### 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 <sup>2</sup> |
| Offset inks     | UV curable                                                      |
| Coating Process | Aluminium backed Nyloflex Gold                                  |
| Screen Printing | Flat bed screen                                                 |

Coating Process by: **RR DONNELLEY**

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

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