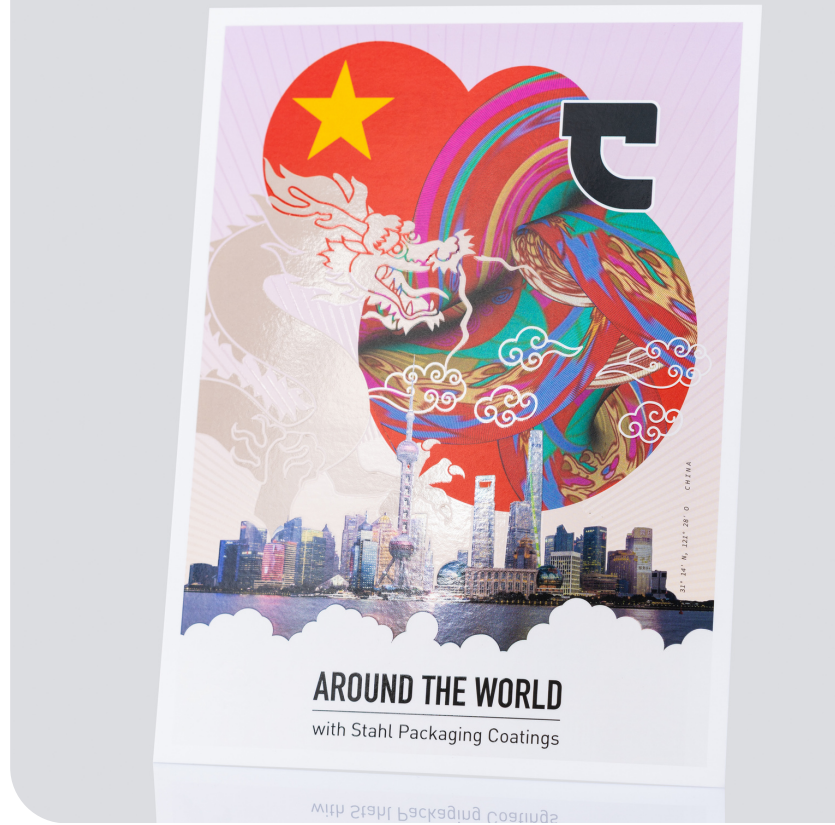


TUTORIAL: CHINA

Project Introduction

This sample card demonstrates how specialised coating technologies can transform the way a design is perceived. ME315529 Senoprint® Metallic Silver Ultra High Brilliance 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



1

Layer 1:

ME315529 Senoprint® Metallic Silver Ultra High Brilliance

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.

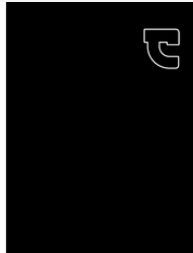


2

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.



3

Layer 3:

U515340D Imprintable Dull Varnish

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.

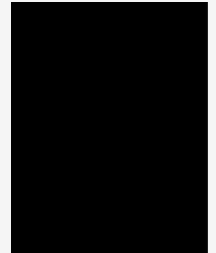


4

Layer 4:

U11541-2G Gloss Top Coating

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



5

Layer 5: (backside card)

A11299D Sensora® Soft Feel Coating

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.

www.stahl.com/packaging-coatings