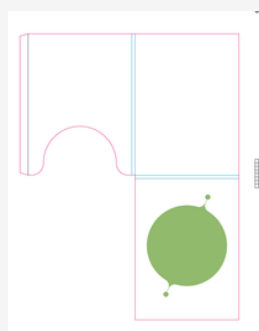


TUTORIAL: ENVELOPE

Project Introduction

The experience begins with the packaging. Just as the sample cards inside demonstrate the impact of specialised coating technologies, this envelope showcases how coatings can shape the overall print experience. ME315529 Senoprint® Metallic Silver Ultra High Brilliance creates a reflective metallic foundation that enhances the interaction of colour and light. U37537D Reticulating Varnish and U11541-2G Gloss Top Coating create a striking, reflective, textured surface that enhances contrast and visual depth. Together, these effects create a distinctive first impression, combining visual depth, contrast and tactile qualities that elevate the overall perception of the printed piece.

Project Description

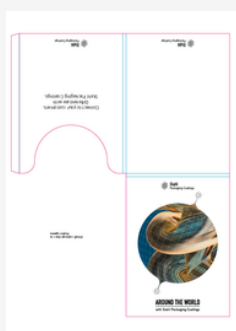


1

Layer 1:

ME315529 Senoprint® Metallic Silver Ultra High Brilliance

Used as a base for the main element of the envelope design, this silver coating introduces a reflective metallic effect that enhances visual impact and creates a distinctive focal point.

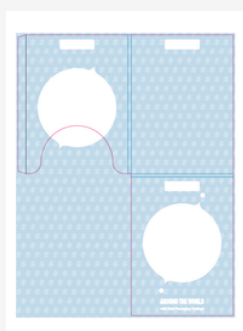


2

Layer 2:

UV Offset Ink

Forming the printed design of the envelope, this ink layer provides colour and image definition. Supported by the reflective silver layer beneath, it contributes to a metallic appearance that enhances visual depth and creates a distinctive first impression.

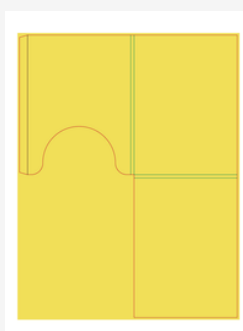


3

Layer 3:

U37537D Reticulating Varnish

This gloss varnish runs in an ink unit, enhancing the appearance of the envelope by creating the foundation of the drip-off effect. The resulting finish increases the visual clarity of the high-gloss finish used in layer 4 and provides a tactile effect.



4

Layer 4:

U11541-2G Gloss Top Coating

This high-gloss coating creates a bright, reflective finish that enhances the appearance of the print design where no varnish is applied (layer 3) and is the final treatment to create the tactile feel of the image.

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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