

TUTORIAL: INDIA

Project Introduction

Bringing texture into print creates opportunities for deeper engagement. Bold colours and graphic elements capture attention at first glance, while the U29640-3M Gritty Matte Coating encourages a closer look through its distinctive tactile character. By adding a physical layer to the visual design, the textured effect creates a more immersive experience that engages the senses and leaves a lasting impression.



Project Description



1

Layer 1:

UV Offset Ink

The ink layer defines the printed graphics and colour. Subsequent coating layers transform the appearance of the design through contrasting gloss levels and textured surface effects.



2

Layer 2:

U515340D Imprintable Dull Varnish

Applied across the entire design, this matt UV varnish creates a smooth, elegant finish that reduces light reflection and enhances the overall visual quality of the print.



3

Layer 3:

U11541-2G Gloss Top Coating

Used in combination with the matt varnish, this high-gloss coating creates eye-catching highlights that enhance visual depth and draw attention to selected areas of the design.

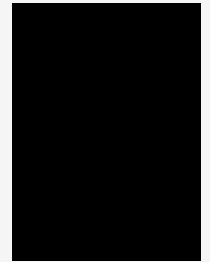


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Layer 4:

U29640-3M Gritty Matte Coating

Applied by flatbed screen printing, this textured coating introduces a raised surface effect that enhances both the visual and tactile character of the print.



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Layer 5:

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
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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