

TUTORIAL: LAS VEGAS, USA

Project Introduction

With metallic effects, a printed design can take on an entirely new visual character. ME315529 Senoprint® Metallic Silver Ultra High Brilliance creates a metallic foundation that gives the artwork a vibrant, reflective character. The Metallic effect catches the eye in unexpected ways, revealing new highlights and subtle details with every shift in light. Together, these coatings create a dynamic visual experience that encourages exploration and gives the print a sense of movement and sophistication.



AROUND THE WORLD

with Stahl Packaging Coatings

Project Description



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Layer 1:

ME315529 Senoprint® Metallic Silver Ultra High Brilliance

Applied as the first layer of the print construction, this silver coating creates a reflective foundation that enhances the interaction of colour and light. The result is a metallic appearance that adds brilliance and visual depth to the design.



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Layer 2:

UV Offset Ink

Printed over the silver base, the ink layer provides the colour and image detail of the design. The reflective silver layer beneath enhances the colours with a distinctive metallic appearance.



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Layer 3:

U515340D Imprintable Dull Varnish

Applied as a full-surface coating, this matt UV varnish creates a smooth and elegant finish that reduces light reflection and provides a subtle backdrop for the subsequent coating effects.

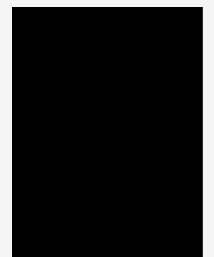


4

Layer 4:

U11541-2G Gloss Top Coating

Used selectively with the matt coating, this gloss varnish creates a striking contrast, adding depth and enhancing the premium look of the print.



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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