

# TUTORIAL: SOUTH AFRICA

## Project Introduction

This sample card demonstrates how textured coating effects can transform the way a printed design is experienced. The screen-applied U29640-3M Gritty Matte Coating introduces a distinctive tactile dimension that immediately sets the design apart. More than a decorative effect, the textured surface encourages exploration and interaction, adding a physical element that complements the visual impact of the artwork. The interplay of texture, light and contrast creates a dynamic surface that changes as it is viewed and touched, resulting in a richer, more engaging and memorable print experience.



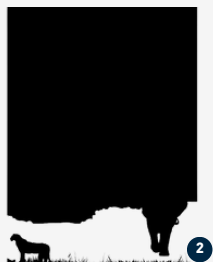
## Project Description



### Layer 1:

#### UV Offset Ink

Providing the visual foundation of the design, this ink layer delivers colour and image detail. The coating effects applied above it add contrast, depth and tactile appeal.



### Layer 2:

#### U515340D Imprintable Dull Varnish

Spot varnish applied through the ink unit, this matt UV varnish creates a smooth, elegant finish that reduces light reflection and enhances the overall visual quality of the print.



### Layer 3:

#### U11541-2G Gloss Top Coating

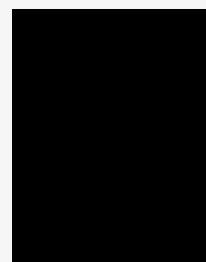
Used selectively with the matt coating, this gloss varnish creates a striking contrast, adding depth and enhancing the premium look of the print.



### Layer 4:

#### U29640-3M Gritty Matte Coating

Applied on a flatbed screen printing press, this textured coating adds a distinctive tactile finish, enhancing the sensory experience with every touch.



### 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 <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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