

TUTORIAL: THE NETHERLANDS

Project Introduction

This sample card demonstrates how speciality effect coatings can create a distinctive and engaging print experience. The Senolith® UV Effect Varnish Pearlescent takes centre stage, introducing subtle shimmer and light-reflective effects that change as the viewing angle shifts. This dynamic appearance adds a sense of movement and elegance to the design, drawing attention and encouraging closer inspection. Supporting matt and gloss coating elements enhance contrast and depth, allowing the pearlescent effect to stand out even more clearly while contributing to the premium look and feel of the card.



Project Description



Layer 1:

UV Offset Ink

The ink layer creates the printed image and provides the colour foundation. Subsequent coating layers build upon this base to create visual and tactile effects.



Layer 2:

U515340D Imprintable Dull Varnish

Applied as a full-surface coating, this matt UV varnish creates a smooth, elegant finish that reduces light reflection and enhances the overall visual quality of the print.



Layer 3:

Senolith® UV Effect Varnish Pearlescent 81

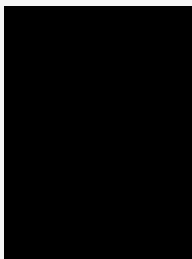
This pearlescent coating adds a subtle shimmering effect that responds to changing light conditions, enhancing depth and visual appeal.



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.



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.

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