

TUTORIAL: IMAGE BROCHURE STAHL PACKAGING COATINGS

Project Introduction

This image brochure creates a compelling sensory experience through carefully crafted visual and tactile effects. The interplay of refined surfaces enhances the perception of quality and brings the brand closer to the reader. A brochure that communicates value through every detail.



Project Description



Layer 1:

The over-printable **Senolith® WB FP Gloss Primer 60F 2010** is first applied as a base layer. Subsequently, **Senolith® Perlscent ICY White Flash 99V 9504** is added to achieve a refined pearlescent effect upon overprinting, enhancing both visual appeal and surface depth.



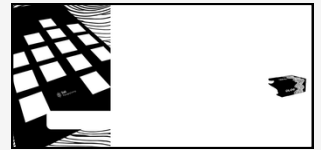
Layer 2:

An inline application of **Senolith® WB FP Satin Matt Primer 40F 2000** follows, providing a smooth, elegant surface with subtle light diffusion for a premium visual impression.



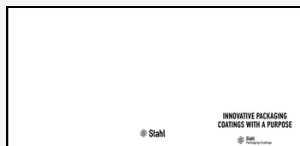
Layer 3:

A first coating pass with **Senolith® UV High Gloss Varnish Stampable 82F 1500** is applied to accentuate selected image elements. This layer offers excellent compatibility for subsequent UV offset overprinting and adds brilliance to the design.



Layer 4:

Senolith® UV Offset Matt Varnish 220 1010 is applied from the offset unit to create a striking gloss-matt contrast, enhancing the visual and tactile appeal of the printed surface.



Layer 5:

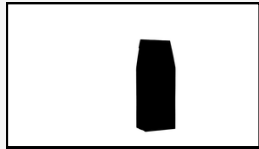
Senoscreen® UV Gloss Lacquer 82S 7020 is applied via UV screen printing to selectively highlight fine design elements, adding brilliance and tactile contrast for a more dynamic and refined appearance.

Our team is keen to help you out, for further information and individual consultation.

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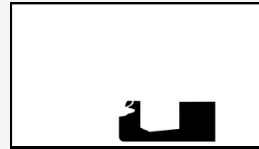


Project Description



Layer 1:

A first pass of **Sensora® WB FP Matt Coating 20F 5000** is applied to the coffee bag, creating a soft-touch surface that delivers a distinctive haptic effect and enhances the tactile quality of the packaging.



Layer 2:

A second pass with **Senolith® UV Offset Matt Varnish 220 1000** is applied to introduce subtle contrast and visual depth. This layer enhances fine details on the coffee bag, creating a sophisticated interplay between matt and gloss finishes.



Layer 3:

Senoscreen® UV Basic Lacquer For Effect Pigments 82S 7710 and **Senoscreen® Glitter Gold 99S 9518** highlighting the lettering on the coffee bag using UV screen printing.

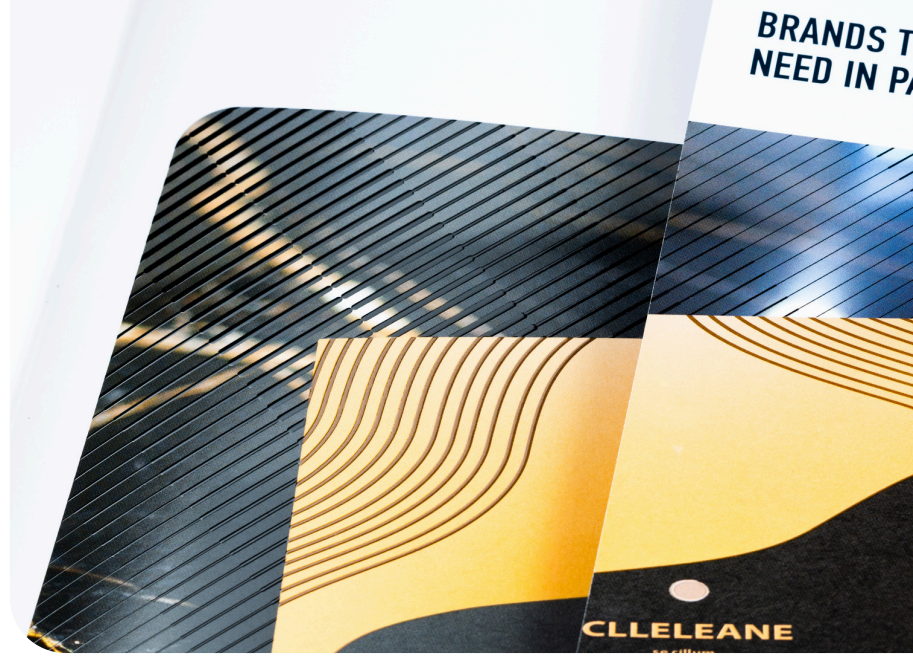


Layer 4:

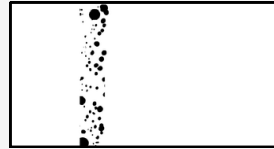
Senoscreen® UV Relief Gloss Lacquer For OPP Matt 82S 7320 is applied via UV screen printing to accentuate the lettering. This adds brilliance and a premium touch to the coffee bag design.

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Project Description



Layer 1:

Senoscreen® UV Water Droplet 825 7820 is applied to create raised, high-gloss droplet accents that add a vivid and tactile finish.



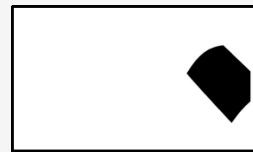
Layer 1:

The Application of **Senolith® WB FP Gloss Primer 60F 2010** followed by **Senolith® Perlscent Icy White Flash 99V 9504** creates a pearlescent effect after overprinting.



Layer 2:

Text and imagery are printed using high-resolution offset printing to ensure sharp detail and vibrant color. Immediately afterward, **Senolith® WB FP Satin 40F 2000** matt primer is applied. This water-based coating creates a smooth, satin-matt surface and provides an ideal foundation for subsequent finishing.



Layer 3:

Next, **Senolith® UV Matt Varnish 220 1000** is applied to achieve a smooth, non-glossy finish. This UV-curable coating enhances the surface with a refined matt effect, adding visual depth and preparing it for further tactile enhancements.



Layer 4:

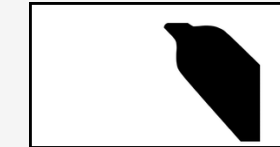
To create a three-dimensional structure and add further depth, **Senoscreen® UV Relief Gloss Lacquer For OPP Matt 82S 7320** is applied. This high-gloss relief coating builds raised elements on the matt surface, enhancing visual contrast and delivering a premium tactile experience.

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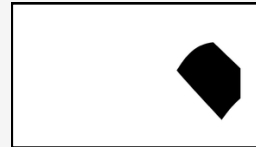


Project Description



Layer 1:

Senolith® UV High Gloss Varnish Stampable 82F 1500 delivers a brilliant, high-gloss finish that elevates the visual appeal. Its stampable properties also allow for additional embellishments like hot foil, adding flexibility to the design process.



Layer 2:

A refined matt finish is achieved by applying **Senolith® UV Offset Matt Varnish 220 1000**, which reduces surface gloss and adds visual depth while preparing the substrate for further enhancements.



Layer 3:

To add a striking contrast and premium finish, **Senoscreen® UV Relief Gloss Lacquer For OPP Matt 82S 7320** is applied.

Key data:

Substrate	Garda matt 250 g
Printing process	Offset,- Flexo, - and Screen Printing
Coatings	Stahl Packaging Coatings

Cooperation partner:



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