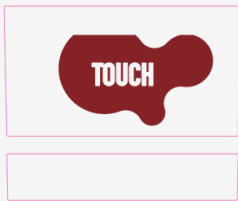


# TUTORIAL: KENTUCKY BOURBON LABEL

## Project Introduction

Refined with gloss, soft-touch, and relief varnishes, the Bourbon label transforms the bottle into a premium showcase. The multi-layered finish creates striking visual and tactile effects that highlight the exclusivity of the product. A label designed to reflect the elegance and value of a fine spirit.

## Project Description



### Layer 1:

Initially, the colors PANTONE WARM GREY 1C, PANTONE 1356 C, and black were applied in the offset printing process to establish the design foundation of the label.

Subsequently, **Senoweb® UV Gloss Varnish Embossable 82N 1500** + 25% was applied in combination with **Senolith® Pearl Gloss Satin Red 99V 9547** to achieve a high-gloss, embossable surface with a refined red pearl effect. This layer provides a vibrant visual foundation and enhances the premium appearance of the label.



### Layer 2:

Application of **Sensora® UV Matt Varnish UV 5-50/006 A** to selectively mattify areas of the label. This creates a sophisticated contrast between matte and glossy zones, adding depth and tactile variation.



### Layer 3:

Second application of **Senoweb® UV High Gloss Varnish Embossable 82N 1500** to intensify the gloss effect. This step enhances light reflection and visual impact.



### Layer 4:

Application of **Senoscreen® UV Relief Gloss Varnish for OPP Matt 82R 7310** via screen printing to create a raised, tactile relief on matt OPP surfaces. This final finish adds a distinctive texture and reinforces the label's luxurious feel.

## Key data:

Substrate	Fedrigoni Supermatt WS FSC/SH6020/WG74, 92g/m²
Offset inks	Siegwerk Sicura Litho Pack UV
Offset printing plates	FUJIFILM LH-PLE
Flexographic printing plates	Dupont EFX, Thickness 1,14 mm
Rotary screen	Gallus Screeny Tactil DY
Printing process	Flexo Printing
Coatings	Stahl Packaging Coatings



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