

TUTORIAL: RUM LABEL

Project Introduction

This rum label combines shimmering gold foil with precision microembossing and tactile relief varnish to create a striking visual and sensory experience. The refined finish conveys premium quality and craftsmanship, elevating the product's shelf appeal and perceived value.



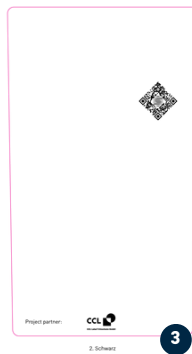
Project Description



1



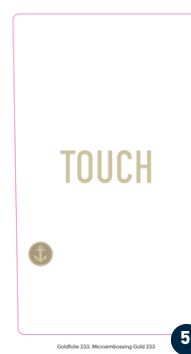
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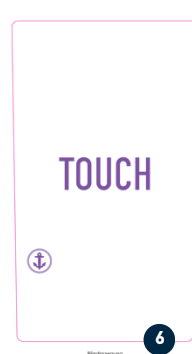
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Layer 1:

Application of **Senoweb® UV Gloss Varnish Embossable 82N 1500 + 25%** in combination with **Senolith® Pearl Gloss Satin Gold 99V 9527** to create satin gold line effects. This is followed by four-colour process printing using:

- Offset Unit 1: Cyan
- Offset Unit 2: Magenta
- Offset Unit 3: Yellow
- Offset Unit 4: Black

This step establishes the metallic base and full-color composition.

Layer 2:

A second application of **Senoweb® UV Gloss Varnish Embossable 82N 1500 + 25%** and **Senolith® Pearl Gloss Satin Gold 99V 9527** reinforces the satin gold elements.

Layer 5:

Fine embossing of **Gold Foil 233** to create intricate textures and shimmering microstructures that enhance the label's sophistication and detail.

Layer 3:

Offset Unit 5 applies an additional black layer to intensify contrast and detail.

Layer 6:

Micro-Embossing without ink or foil to produce raised design elements that emphasize craftsmanship and add a refined tactile dimension.

Layer 4:

Application of **Senocreen® UV Relief Gloss Varnish for OPP Matt 82R 7310** via screen printing to create a tactile, raised relief effect on matt surfaces, adding depth and a premium haptic experience.

Key data:

Substrate	Fedrigoni Supermatt WS FSC/SH6020/WG74, 92g/m ²
Offset inks	Siegwerk Sicura Litho Pack UV
Offset printing plates	FUJIFILM LH-PLE
Flexographic printing plates	Dupont EFX, Thickness 1,14 mm
Rotary screen	Kurz LUXOR RTV gold foil 233 mit Microembossing
Printing process	Flexo Printing
Coatings	Stahl Packaging Coatings

Cooperation partner:



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

www.stahl.com/packaging-coatings