



## PRINTING AND FINISHING GUIDELINES

# Pop'Set<sup>®</sup>

The high quality papers with vibrant colours.

## Screen Ruling

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For optimum print results a screen of 133 – 150 lpi should be used. Finer screens, up to a maximum of 200 lpi can also give very good results with careful ink density control. For dark 4 colour images with high ink density, under colour removal maybe required depending on the quality of the visual. This will also help to reduce the print drying time.

## Printing Inks

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Conventional, positive drying inks should be used with or without Infra Red drying assistance. UV inks may also be used. Avoid using overnight / stayfresh / ductstable inks (this is essential for Ice White and other iridescent papers, where fully-oxidising inks are recommended). Always allow sufficient drying time. Anti set-off sprays recommended when printing multiple colours. Use laser-stable inks for subsequent laser printing. It is always advisable to consult your inksupplier about specific projects to ensure ink suitability.

## Paper Handling

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Select a slower press speed for board printing. Do not allow the delivery stack to become too large; prints at the stack bottom will still be wet and less resistant to marking. Protect paper from environmental humidity and temperature changes by always using stack covers or stretch wrap.

## Litho Printing

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For optimum results on textured and embossed papers increase the blanket pressure or use a softer blanket to achieve consistent ink lay down.

## Varnishing

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To achieve a gloss varnish, it is essential to pre-seal the surface. Silk screen matt UV varnish should be used first, followed by subsequent applications of gloss UV varnish to achieve the desired effect. Ensure suitable inks are used prior to varnishing and that the inks are completely dry before varnish application. Not recommended for paper weights.

## Blind Embossing

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All finishes can be blind embossed. For subsequent laser printing, we recommend a shallow emboss to allow good feeding and to avoid damaging the emboss.

## Laser-cutting

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While laser-cutting is easy, some scorching will be apparent around the cut area. Laser-cut papers are more prone to mis-feeds and jams within office printing technologies.

## Hot Foil Blocking

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All finishes in the range can be foil blocked. Foil blockers can recommend the best foil for the image and the paper chosen.

## Folding and Creasing

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To guarantee good folding results, prior creasing is recommended. Creases should be made parallel to the grain of the board. For best results a creasing rule and matrix system should be used. Fold into the bead for prominent folds.

## Screen Printing

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All finishes can be successfully screen printed.

## Additional Information for Embossed Papers

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When trying to blind emboss, hot foil block or screen print on the embossed papers, it is recommended to first plate sink the area which will be used.

## Grain Direction

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The direction of the grain and the embossing is always parallel to the long side ("machine direction" = 2nd number indicated in the stock size of the sheet. Example: 700 x 1000).

## Bespoke Offer

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Special makings of many of the papers in the range for non standard sizes or grammages are available according to your specific requirements.