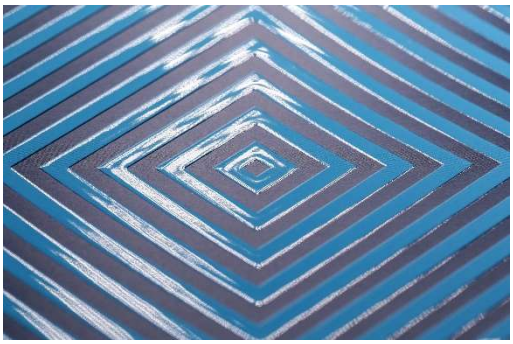
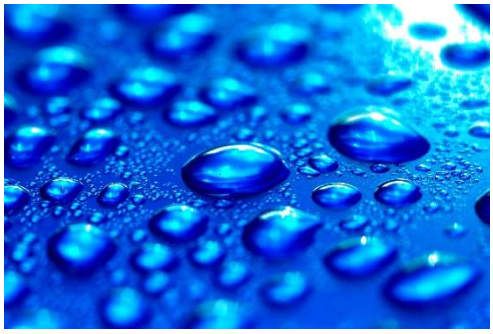
COATINGS

Varnish
Aqueous
UV
Enhance™ By Kirkwood





WHY ARE COATINGS USED IN PRINTING?

Print coatings can help your printed products stand out by making them more durable, more elegant or by bringing the reader's attention to the right spot. Let's face it, print is an investment of your marketing budget that needs to generate some return. Scuffed and torn mail or smeared fingerprints don't let you put your best look in front of customers, so protect your investment with the right coating.

Coatings offer both protection and enhancement to your project. From a protective coating for a pharmaceutical box to a luxurious velvet coating for a brochure cover, we've got you covered with coatings.

- Tinted, scented, opaque white, pearlescent
- Raised, grit, soft-touch, strike-through
- Scodix SENSE™
- Gloss, satin & dull finishes
- Spot & flood applications
- Varnish

ENHANCE™ BY KIRKWOOD COATINGS

ENHANCE™ BY KIRKWOOD is a new coating technology that features extremely high gloss levels, variable density capabilities, and up to 250 micron in polymer height to create incredible raised effects.

UV COATINGS (ULTRAVIOLET)

UV coatings can add striking visual, dimensional and tactile effects to your print project. Soft-touch, sandpaper, raised and strike-through are just a few of the coatings we have available.

AQUEOUS COATINGS

Aqueous coatings are used to both protect and enhance the visual and tactile qualities of your project. Gloss, satin and dull finishes are available as well as other sensory effects like soft-touch.

COMPARING STRIKE THROUGH COATING AND RETICULATING VARNISH

What's the difference between reticulating and strike through printing effects?
Even though no one seems to agree on whether to call it strikethrough, strike through, or strike thru, everyone can agree it adds a WOW factor to your printing project. You've probably seen this effect used in packaging as well as product catalogs.

Kirkwood has the advantage of applying these effects on press during the printing run. This allows for better consistency, and (thanks to UV inks), faster drying times. The process includes a spot matte coating combined with a gloss flood coating. The main differentiation between the two effects is the texture of the matte areas when completed.

STRIKE-THROUGH VARNISH

The matte areas of the traditional strike through coating remain much smoother. This is because the UV gloss coating will not easily adhere to the areas where the matte varnish has been applied.

RETICULATING VARNISH

The reticulating strike through varnish produces a less uniform and textured look to the matte areas. This is because the reticulating varnish causes the gloss coating to separate and bead up.

THE COMPLETE PRINTING & COATING PROCESS

Whether you are choosing to go with a traditional strike-through varnish effect or the more dramatic reticulating strike-through the processes on press are fairly similar.

LAY DOWN INK

Coatings/varnishes are applied on top of the ink and substrate. These effects are available both offset & digital (Indigo) press. Coatings/varnish can be applied inline or offline immediately after the ink is laid down with no time wasted for drying.

APPLY SPOT MATTE VARNISH

Varnishes are very similar to inks in consistency and are applied the same way. An additional printing plate is made in order to apply the varnish in specific areas, just like a spot or PMS color. The varnish applied is different depending on desired effect.

APPLY FLOOD GLOSS COATING

Coatings are thicker than inks and varnishes, so are applied using a special coating unit inline on our presses. Flood coating means it coats the entire sheet. This coating will repel or react with the applied spot matte varnish to create the dramatic change in sheen.