

## TUTORIAL - TUBES WITH TACTILE SURFACE



**USP:**

Tube production in digital printing on special paper-based tube laminate with offline applied textured lacquer SENOWEB® UV FILM MATT LACQUER TEXTURED SAND FP UV 5-24/002 A.

**Machine requirements:**

4-color narrow web digital press as well as classic narrow web offset press with at least one flexo coating unit.

**Project description:**

In order to demonstrate the use of SENOWEB® UV FILM MATT LACQUER TEXTURED SAND FP UV 5-24/002 A in combination with new, more environmentally friendly and digitally printable tube laminates based on alternative materials, a demo project is being implemented together with Permapack. The new paper-based Stora Enso Natura Shape tube laminate is used as the substrate.



To visually and haptically support the ecological approach of this substrate and to enhance the shopping experience for end customers, the tube is given an exceptionally rough and natural-looking surface by the sand texture varnish used.

The demo project will be thematically positioned in the cosmetics industry. A hand cream is selected as the virtual target product.

Weilburger produces a total of four different demo packages and labels for a new sample series. To ensure that these can be communicated as a coherent unit, the company chooses a fictitious umbrella brand. As the name for this fictitious brand, the brand name TERRET is chosen after appropriate research into existing trademark rights. TERRET is a typical and historically grown wine variety, which is not often used anymore due to the complex and difficult cultivation of this grape variety. In order to be able to use this brand name, which actually refers to a winery, in the field of cosmetics, a market trend established over the last few decades by winegrowers is being taken up, namely to market residues from wine growing and wine pressing profitably in the form of additional products such as cosmetics. Through a slight modification of the fictitious TERRET WINE logo to TERRET GARDEN, an equally fictitious family brand is created in the cosmetics sector.

**Technical design requirements:**

The technical specifications for this production are limited solely to adhering to the specified dimensions of the tubes. Since these were already supplied by the printer in the form of die cutting contours, the implementation appears to be quite simple. In addition, no distortions or scaling are used in tube production, as is the case with many in-mold labels or flexible packaging. In the technical design of the printing and fully applied coating form, only the adhesive tabs have to be cut out in the end.

A 50 ml tube with a click cap is chosen as the shape and size for the tube. The die-cutting contour is provided by the printer.

**Graphic design requirements:**

The 4C Euroscale range is selected as the color space, supplemented by an unlimited number of spot colors so that the extended Hexachrome color space of the printing system can be fully exploited.

**Notes:**

As with all extensive print productions, clear project planning and coordination of all parameters with all companies involved in the production chain is essential. Materials and process steps must be defined and tailored to one another in advance.


**Realization:**


Based on the supplied die-cutting contour and technical specification, a background matching the theme is first designed. As a visual basis, graphic representations of different plant leaves are developed to match the likewise fictitious product name „Autumn Leaves“.

As possible color harmonies for the design, bright, friendly colors from the red, yellow, magenta spectrum are used here. To give the motif more depth, color gradients are primarily used. Care should be taken to minimize the use of black shading to achieve the highest possible color brilliance. A slightly darker magenta tone was chosen as the primary color for the product name and logo, while a rich yellow was chosen as the contrasting color in line with Weilburger's corporate design.

Since the HP Indigo WS 6800 digital printing system used here has an extended color space with a total of 6 Electro Ink printing inks, all spot colors used for the design are deliberately left as spot color forms and not converted into the CMYK Euroscale color space.

The number of spot colors is irrelevant here because all spot colors are translated into the Hexachrome color space by the system's own RIP (Raster Image Processor) using conversion tables that are specifically adapted to the printing system. By reducing the print data to the CMYK color space, the extended Hexachrome color space could otherwise not be used.

**Products used:**


A total of 7 colors are then used in the print job - CMYK, Pantone 109C, Pantone 362C and Pantone Cool Gray 7C. Of course, these are then printed in six colors in the Hexachrome color space.

Finally, all data is exported in PDF/X4 format and the open data is collected for transfer to the printer. In consultation with the printer, ISO Coated V2 Colour Intent is selected as the output profile.

**Anilox roller:**

SENOWEB® UV FILM MATT LACQUER TEXTURED SAND FP UV 5-24/002 A 80 L/cm<sup>2</sup>, 20 cm<sup>3</sup>/m<sup>2</sup> Hexagonal

**Digital printing machine:**

HP Indigo WS 6800, 6 Colors Electro Ink

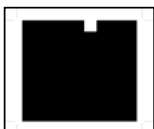
**Offline coating:**

Gallus RCS-10, 330 mm

**Production partner:**

**Substrate:**

Stora Enso Natura Shape Tubenlaminat auf Papierbasis

**Print sequence:**


**LW1 – Offline:**  
SENOWEB® UV  
FILM MATT LACQUER  
TEXTURED SAND FP UV  
5-24/002 A



**DW7:**  
Pantone  
109 C



**DW6:**  
Pantone  
Cool Gray 7C



**DW5:**  
Pantone  
362 C



**DW4:**  
Yellow



**DW3:**  
Magenta



**DW2:**  
Cyan



**DW1:**  
Black