

## TUTORIAL – NOTEBOOK VERSION 2023



**USP:** Hardcover book with a high degree of finishing using hot transfer, a scratch-resistant matt laminate, SENOLITH® WB FP MATT PRIMER 20F 2000, SENOSCREEN® UV RELIEF GLOSS LACQUER 82S 7220, SENOSCREEN® UV GLOSS LACQUER CATIONIC 82S 4210 and SENOBOND® WB FP FILM LAMINATING ADHESIVE 90L 1000.

**Machine requirements:** 4c offset sheet-fed press with at least one coating unit, hot stamping machine, laminating machine, screen printing machine

**Project description:** As an important work utensil for employees as well as a marketing tool, WEILBURGER Graphics GmbH has always produced elaborately crafted and usually highly refined notebooks. A new edition is also due in 2023. This time, a hardcover production in A4 format is planned again. The design is to be deliberately chosen as a noble black with corporate design elements of the company and the distinctive and established world map, in line with the Sample Box project. This world map as well as the headline of the book are to be implemented in a hot transfer process in silver with an ALUFIN® MSU from KURZ directly after print production. Only then, for protection and as a tactile effect, a scratch-resistant matt laminate (TroPROTECT-X from TroFilms GmbH) is to be applied over the entire print sheet using wet transfer and SENOBOND® WB FP FILM LAMINATING ADHESIVE 90L 1000. The resulting highly matt silver of the ALUFIN® is then to be overcoated by screen printing using SENOSCREEN® UV GLOSS LACQUER CATIONIC 82S 4210 and thus restored to a high gloss. Further Corporate Design elements for a homogeneous matt/gloss effect as well as the QR codes for better readability for the cameras of the smartphones are partially overpainted with this coating. As an additional effect, the SENOSCREEN® UV RELIEF GLOSS LACQUER 82S 7220 is then used to bring the WEILBURGER logo on the front cover to the fore both visually and tactilely.

**Technical design requirements:** The dimensions of the covers are calculated on the basis of the selected substrates, the number of planned inside pages and the book covers, and the die-cutting contour is created for them. The layouts are designed on the basis of this contour. The final step is to set the inside pages in 1c black and to shoot them out to the planned folding scheme.

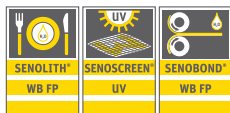
**Graphic design requirements:** The 4C euroscale color space was selected as the color space. For maximum brilliance and depth, the black is to be applied as glossed black. Since the SENOLITH® WB FP MATT PRIMER 20F 2000 can be over stamped without any problems, neither the print image nor the coating form need to be recessed under the hot stamping. This makes production much easier, since this procedure means that no micro registers have to be maintained and there is no risk of flashing in the first place. When creating the spot color forms for hot transfer and the two screen printing varnishes, it goes without saying that halftones and thus screens are not used. The coating forms are still slightly overfilled to compensate for any register problems over the total of four application steps.

**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 optimized die cutting contour for the cover, the black area is first created in 60/0/0/100. The print design elements are then placed on top of this. QR codes for the company's social accounts are also planned for the reverse side of the cover. These are to be placed in the corresponding QR standard size and, for safety's sake, on a white background. For better differentiation, these are placed below the corresponding logos of the social networks. This is followed by the creation of the special color forms for hot transfer, relief and gloss coating. These are created in correspondingly created and, for better differentiation, clearly named spot colors, each on separate layers. In consultation with the printer Bonitasprint and the finisher Riecker Druckveredelung, it is discussed that despite the use of the SENOSCREEN® UV GLOSS LACQUER CATIONIC 82S 4210, it is not necessary to omit this coating at the creases and broken edges. The reason for this is the positive result of using this coating from the converter's production history, as well as the finding that the coating used here does not tend to break even when heavily deformed. Again, this greatly facilitates production and passport security. No mold needs to be created for the SENOLITH® WB FP MATT PRIMER 20F 2000, as it is applied over the entire surface using a rubber blanket.

The two inner sides are then designed and all data exported in PDF/X4 format. In consultation with the printing company, ISO Coated V2 Color Intent is selected for the output profile of the colored cover, while the uncoated inner pages are output in the Fogra profile PSO Uncoated 52 L.

**Products used:**

**Anilox rollers:**

SENOLITH® WB FP MATT PRIMER 20F 2000

13 g/m² Hashur

**Screen:**

SENOSCREEN® UV GLOSS LACQUER CATIONIC 82S 4210  
 SENOSCREEN® UV RELIEF GLOSS LACQUER 82S 7220

100's Mesh  
 77's Mesh

**Cover Printing:**


**CU1:**  
 SENOLITH® WB FP  
 MATT PRIMER 20F 2000

**PU4:**  
 Yellow

**PU3:**  
 Magenta

**PU2:**  
 Cyan

**PU1:**  
 Black

**Lamination:**


TroFilms TroPROTECT-X  
 with SENOBOND® WB  
 FP FILM LAMINATING  
 ADHESIVE 90L 1000

**Hot stamping:**


KURZ ALUFIN® MSU  
 in silver

**Production partners:**

bonitasprint

KURZ 

TroFILMS  
 Germany 



**Screen printing 2 - relief:**


**PU1:**  
 SENOSCREEN® UV RE-  
 LIEF GLOSS LACQUER  
 82S 7220

**Screen printing 1 - gloss:**


**PU1:**  
 SENOSCREEN® UV  
 GLOSS LACQUER  
 CATIONIC 82S 4210