

TUTORIAL - SACHETS WITH TACTILE MATT-GLOSS EFFECT



USP: Sachet production in narrow web flexo printing on special composite laminate with tactile matt/gloss coating effect using the new SENOSOFT® WB-UV MATT COATING UV 6-22/006 A in combination with the SENOWEB® UV GLOSS LACQUER FP 360878.

Machine requirements: 10-color narrow web flexo press with UV option.

Project description: In order to demonstrate the application possibilities of the newly developed SENOSOFT® WB-UV MATT COATING UV 6-22/006 A in combination with the SENOWEB® UV GLOSS LACQUER FP 360878, a sachet production is implemented together with Permapack, a sachet production was implemented. The new SENOSOFT® WB UV MATT COATING UV 6-22/006 A is a coating innovation that combines the advantages of water-based coatings with those of UV lacquers. This brings enormous advantages, especially for pure UV productions. This coating system is processed in the same way as a conventional water-based coating. However, special photo initiators greatly accelerate the drying process, which contributes to higher production capacities and greater process stability. Hybrid use with UV inks and coatings also causes no problems for this new coating technology, as was clearly demonstrated in this project. SENOSOFT® WB-UV MATT COATING UV 6-22/006 A requires hot air for drying and UV radiation for through-curing in succession. A low-migration, purely water-based alternative with the same optical and tactile properties is also available.



The demo project will be thematically positioned in the cosmetics industry. A sachet for bath salts 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, but today not often used wine 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 decades by winemakers is taken up, namely to market residues from winegrowing and winepressing 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 compliance with the specified dimensions of the sachet. Due to the laminate used, which consists of PE, PET and aluminum, an opaque white must be applied before printing. A primer must be applied over the entire surface beforehand to ensure that the opaque white is applied homogeneously to the laminate surface and is resistant to abrasion. The flexographic printing system has a total of 10 printing units, all of which are used for this print job. The UV gloss lacquer applied in the last unit is placed partially over the full-surface tactile SENOSOFT®-WB-UV matt coating. This facilitates the production process, reduces pinch marks and prevents register fluctuations.

Graphic design requirements: The Pantone spot color space is selected as the color space. Three coating systems and an opaque white are also used. Only Pantone Green 374C uses a halftone screen, all other shapes are pure line shapes.

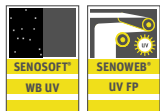
Notes: As with all extensive print productions, clear project planning and coordination of all parameters with all companies involved in the production chain is essential. Materials and process steps must be defined and tailored to one another in advance.


Realization:


Based on the supplied die-cutting contour and technical specification, a background matching the theme is first designed. Graphic representations of different plant leaves are worked out as a visual basis for this. As possible color harmonies for the design, mainly light, friendly colors from the green color spectrum are used here.

To give the motif more depth, part of the shape is created in the light green special color Pantone 374C in a 50% halftone screen. All other shapes are to be created as pure line shapes. For maximum contrast, the product name and the fictitious brand name are created in black. Sublines to product variant and in the brand name are created in a darker green. The fictitious brand logo is designed in two colors in the two shades of green for this print job. The two logos of the production partners involved are created in the special colors specified by the respective corporate designs, which means that a total of 5 additional color units are used. All headlines and large-format design elements in black and dark green, as well as the two logos of the production partners, are now transferred to the gloss varnish form. The three forms for primer, opaque white and the SENOSOFT® WB-UV MATT COATING UV 6-22/006 A are also created as solid areas.

Finally, all data is exported in PDF/X4 format and the open data is collected for transfer to the print shop. In consultation with the print shop, ISO Coated V2 Colour Intent is selected as the output profile, but this does not play a role in this job due to the omission of the CMYK Euroscale color space.

Products used:

Anilox rollers:

Siegwerk 10-617839-5 WB ALUPRIMER WR
 Flint UV- Ekocure Ancora BT Opaque White 0107
 Pantone 374C green
 Pantone 362C green
 Pantone 109C yellow
 Pantone 485C red
 Pantone CG7C Cool Grey
 Pantone Solid Black
 SENOSOFT® WB-UV MATT COATING UV 6-22/006 A
 SENOWEB® UV GLOSS LACQUER FP 360878

360 L/cm², 3,2 cm³/m² Hexagonal
 180 L/cm², 9,4 cm³/m² Hexagonal
 280 L/cm², 4,6 cm³/m² Hexagonal
 240 L/cm², 4,6 cm³/m² Hexagonal
 200 L/cm², 5 cm³/m² Hexagonal
 220 L/cm², 5,5 cm³/m² Hexagonal
 400 L/cm², 2,7 cm³/m² Hexagonal
 280 L/cm², 4,7 cm³/m² Hexagonal
 160 L/cm², 8,3 cm³/m² Hexagonal
 120 L/cm², 11,5 cm³/m² Haschur

Inks:

Pantone colors mixed from Flint Ancora 50 UV low-migration flexo inks

Printing press:




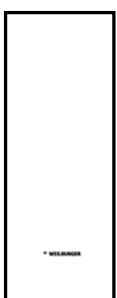
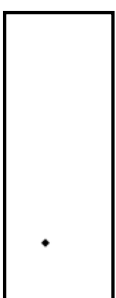
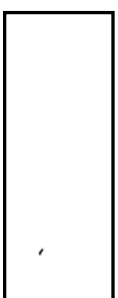



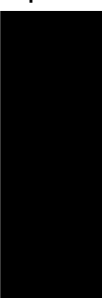
Gallus RCS-10, 330 mm

Production partner:

Substrate:

Gualapack Sterifoil PET 12µm/ALU 12 µm/PE 75µm

Print sequence:

									
DW10: SENOWEB®- UV GLOSS LACQUER FP 360878	DW9: SENOSOFT® WB-UV MATT COATING UV 6-22/006 A	DW8: Pantone Solid Black	DW7: Pantone Cool Gray 7C	DW6: Pantone 485C	DW5: Pantone 109C	DW4: Pantone 362C	DW3: Pantone 374C	DW2: Opaque white	DW1: Primer