



U In Print

Issue #006

Partners. Expertise. Teamwork. **Solutions.**

“Every problem has a solution.
You just have to be
creative enough to find it.”

Partners. Expertise. Teamwork. **Solutions.**

Happy Spring to you and your family! We hope you've enjoyed some cozy winter nights around the fire this season. We here at ULitho are ready to pack up the snow gear and jump into spring!

In this issue of *U In Print* we are focusing on the **Solutions** the ULitho team members provide our customers. We're constantly innovating with our customers to come up with creative ways to produce a project that clearly delivers their message to the intended audience. There is not a better feeling than being the partner you can rely on to get a project to the finish line. It might be as simple as getting your art files ready for press. Or, coming up with a varnish/foil/embossing treatment to make your artwork "pop"!

We at ULitho love using our expertise and creativity to deliver the solutions you and your organization need. It's never too soon to ask your Account Executive for guidance on your next project.

So, if you're ready to jump into spring, let's create something special together!

—Your friends at University Lithoprinters



WHAT'S THE DIFFERENCE?

Aqueous Coating vs Spot Varnish

We have many options to help make your design stand out from the rest. Aqueous coating and varnish treatments on press are just two examples we are highlighting in this issue.

Aqueous Coating is a clear, water-based coating that is used to enhance the surface of your printed sheet. The coating is available in a high gloss, satin and dull finish. In addition, the coating will seal the ink so we are able to trim and fold a sheet that has been aqueous coated the very same day. Aqueous coating is applied to the entire sheet as an overall coating at the same time the inks are laid down. Aqueous coating protects a piece from scratching, scuffing, fingerprints, and dirt.

Spot Varnish is used in the same way inks are applied on press. A layer in your art file is created for the areas you wish to lay the varnish down on press. Spot varnish gives you the ability to visually add dimension to your printed piece. Spot varnish can be applied clear, or you may add a PMS tint. Varnishes are available in gloss and dull finishes.

Often, aqueous coating and spot varnish are used on the same print piece. Combined, they can create very special results that protect and add richness to your end product.



**Please contact your Account Executive
for more information.**



THE PROJECT: You have a new marketing brochure and want to make a specific element jump off the page. Your plan is to make the image appear glossy and everything else appear dull.

THE PROBLEM: If you use Spot Gloss UV Coating to accomplish this, it'll be costly and will add time to the production process. If you use Clear Foil, this will be even more costly and still adds time to production.

THE QUESTION: Is there a process you can use that balances cost and production time?

THE SOLUTION: "Dry Trap Varnish." This is the process of printing the inks and adding a dull aqueous coating on a printed sheet and then going back on press to apply a spot gloss varnish to the areas that need to be glossy. We've shown an example of what this process looks like in this issue of *U In Print* (see figure 1).

Varnishes are versatile. You can see how a Dry Trapped Spot Varnish can be applied in various ways to accomplish different effects. For example;

- 1 When you have glossy colors against a dull black background, the gloss varnished flowers really stand out.
- 2 If you place those same glossy flowers against a white background, the effect is more muted.
- 3 You can also use spot gloss varnish to enhance an area without adding color.

The versatility of spot varnish gives a designer several options to choose from, based on the effect they're looking for.

Contact your Account Executive today for more information about how Varnishes can be used on your project so your message can really pop!



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