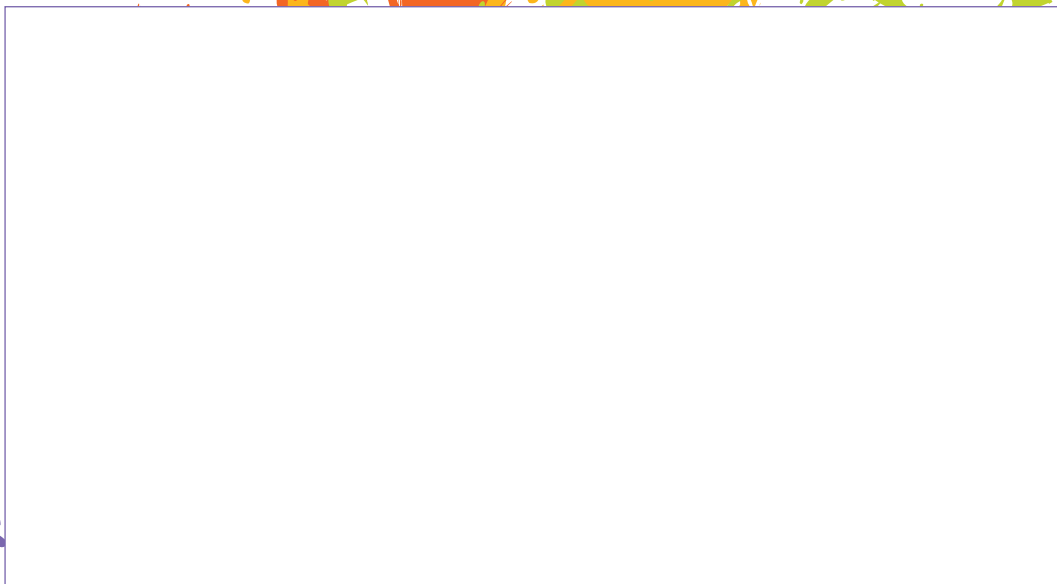




# U n Print

Issue #007

Partners. Expertise. Teamwork. Solutions.



4150 Varsity Drive  
Ann Arbor, MI 48108



Ulitho

[ulitho.com](http://ulitho.com)

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
ANN ARBOR, MI  
PERMIT NO. 376

## Partners. Expertise. Teamwork. Solutions.

As another glorious fall season in Michigan begins, we are getting excited for all the fun festivities this season promises. Like college football, cider mills, hay rides, Halloween, and a spectacular display of fall colors. And speaking of colors, this issue of *U In Print* uses all the colors of the season to highlight another print method you can use in your fall marketing campaigns. For example, we show how adding a silver metallic ink behind a CMYK image can give the whole piece a unique, eye-catching look. Discover how we achieve this effect in this newsletter's, *What's the Difference?* article below.

Thank you for your continued support of ULitho, and we wish you many football-filled Saturdays and all the cider and donuts you can eat!

And as always, we're ready when you are— contact our office today and let's make something special together.

—Your friends at University Lithoprinters

## WHAT'S THE DIFFERENCE?

### Pantone Ink Colors vs. Metallic Pantone Ink Colors

When creating a printed piece, you have the spectrum of Pantone colors to choose from. Part of this color palette are metallic ink colors, which are great options to choose for fall and winter marketing pieces. Metallic inks contain metallic particles in a varnish base. They're typically more opaque than conventional process inks. When a metallic ink dries, the metallic particles rise to the surface, reflecting light and creating a beautiful metallic sheen.

In this issue of *U In Print*, we're using Pantone 877 Silver Metallic as a base to illustrate the metallic ink look of many CMYK color builds on one press sheet. By using this method, the transparent CMYK top layer of ink will allow the Silver Metallic show through creating a metallic look. The advantage is that you can turn any color into a metallic.

The graphic below shows how this looks with and without the silver behind the CMYK ink. We've found that lighter, pastel colors have a more dramatic effect than the darker CMYK builds. And the benefit of this method is that it allows you to achieve the look you're going for without dramatically increasing your printing costs.

**WITH PMS 877  
Silver Metallic**



**WITHOUT  
Metallic**



Contact your Account Executive today for more information about how this process will make your next printing project really shine!

### Application:

**THE PROJECT:** You're working on a new fall marketing campaign and want to make sure it outperforms competitors' marketing materials. So, you'd like to explore ways of enhancing the PMS colors in your design. Would adding metallic inks to the design do the trick?

**THE PROBLEM:** If you choose a PMS metallic ink color you are limited to that specific color. What you'd really like to do is have a CMYK graphic look as if it's a metallic ink.

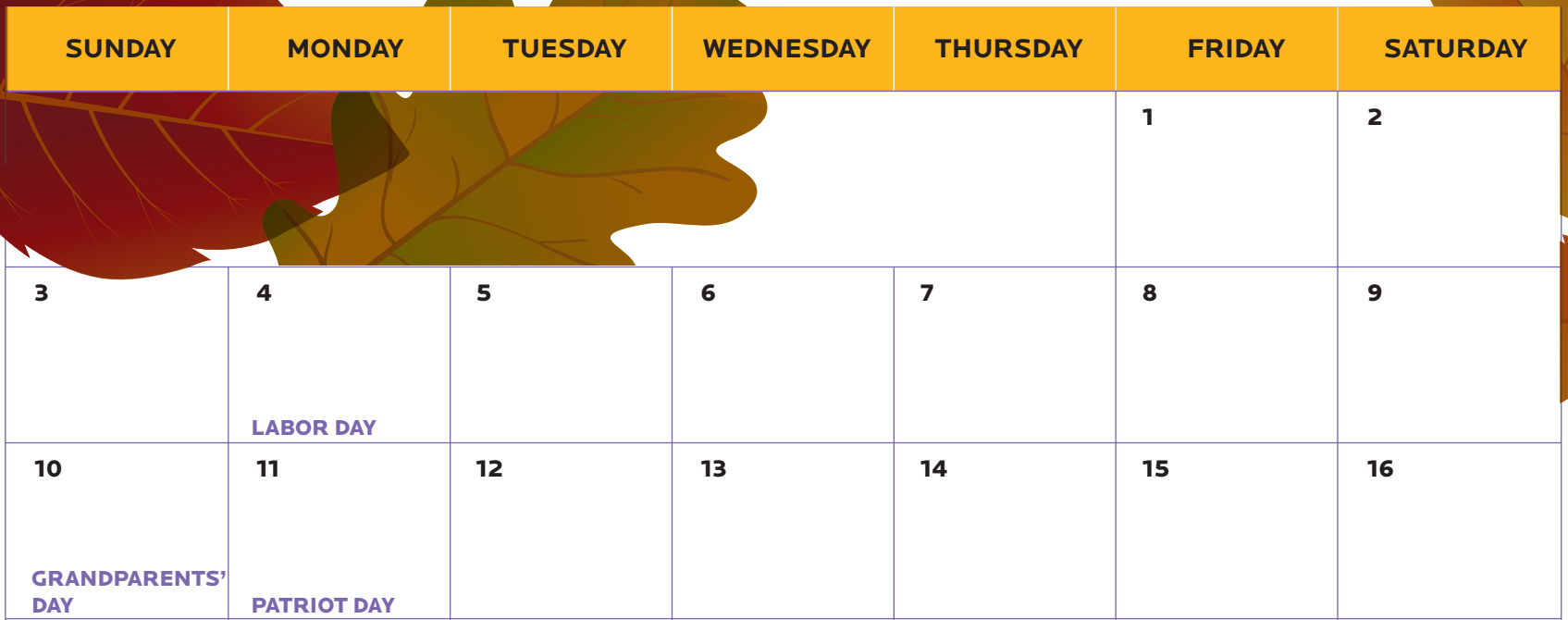
**THE QUESTION:** Is there a way to achieve the look you want and not have to use specific PMS metallic colors?

**THE ANSWER:** Yes, by simulating a metallic ink on press. CMYK inks are transparent by nature. By printing a metallic silver PMS color behind the CMYK layers on press, the silver will show through the CMYK element to add a metallic look to your inks. By taking this approach, you can achieve that metallic look in your design by only adding one metallic PMS color.

### PRODUCTION NOTE!

This edition of *U In Print* was printed on 80# Sappi Opus Dull Text using our Komori offset press. We ran a first pass on press laying down just the PMS 877 Metallic Silver ink. Then, a second pass "dry trap" of CMYK (four color process) plus a spot gloss varnish to help make the metallic areas stand out.

# September 2023



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 LABOR DAY	5	6	7	8	9
10 GRANDPARENTS' DAY	11 PATRIOT DAY	12	13	14	15	16
17	18	19	20	21	22 NATIVE AMERICAN DAY	23
24	25	26	27	28	29	30

# November 2023



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5 DAYLIGHT SAVING	6	7	8	9	10	11 VETERANS' DAY
12	13	14	15	16	17	18
19	20	21	22	23 THANKSGIVING	24	25
26	27	28	29	30		

# October 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9 COLUMBUS DAY	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 HALLOWEEN				

*Let's make something special together.*

