

TUTORIAL - SA WINE LABEL WITH SAND TEXTURE



USP:

Self-adhesive wine labels in narrow-web offset printing on a coated substrate with hot embossing in silver, the excellently overprintable SENOWEB® UV GLOSS LACQUER STAMPABLE FP 360879 and the sand structure screen printing varnish SENOSCREEN® UV RELIEF EFFECT LACQUER TEXTURED SAND 22R 7810.

Machine requirements:

5-color narrow web offset press with UV option, at least one hot stamping module and at least one modular rotary screen printing unit.

Project description:



In order to demonstrate the possible applications of the SENOSCREEN® UV RELIEF EFFECT LACQUER TEXTURED SAND 22R 7810 in combination with gloss-coated self-adhesive label substrates and a metalized hot transfer application in narrow-web offset printing, an SK wine label is being produced together with CCL at the Trittenheim plant.

The aim of this sample production is to create a strong visual as well as tactile contrast through the targeted interplay of UV gloss lacquer, hot embossing and tactile sand textured lacquer.

A white wine label was agreed as the theme. A fictitious brand is to be created for all currently planned print samples. This will make it possible to create print samples that are close to the market without infringing on trademark rights or making the design and finishing processes more difficult due to the coordination process with brand manufacturers.

The brand name TERRET is chosen as the name for this fictitious brand after appropriate research into existing trademark rights. TERRET is a typical and historically grown grape variety, which is not often used anymore due to the complex and difficult cultivation of this grape variety. Since this grape variety can be cultivated as both a white and a red wine grape, the fictitious brand name lends itself well to the two planned wine labels.

Technical design requirements:

All effect forms must be designed as pure line forms without halftones with clear edges. This applies both to the hot transfer application and to the coating and screen printing forms.

In order to minimize the strong restoring forces of the sand structure coating used in the printing and finishing process, it is only partially used as a spot coating.

A rectangular format of 105 x 135 mm, which is common for wine labels, is selected as the shape and size for the label. A suitable cutting die is already available.

Graphic design requirements:

The 4C Euroscale range is selected as color space. In addition, the Weilburger gray is used as a Pantone Cool Gray 7C special color to avoid a disturbing screen in the gray tone, since achromatic screens in the black in particular quickly have a disturbing effect in the final print image. A light-colored design was deliberately selected as the print image for this production run in order to be able to demonstrate the strong tactile effect of the textured coating even with light-colored motifs.

Notes:

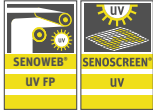
As with all extensive print productions, clear project planning and coordination of all parameters with all companies involved in the production chain is essential. Materials and process steps must be defined and tailored to one another in advance.


Realization:


Based on the label size specified by an existing die-cutting die, a background matching the theme is first designed. It must be taken into account that a second wine label is to be produced on an uncoated substrate and that both labels should have a similar and coherent design. The wine label to be designed here is to depict the theme of white wine, while the second label is to depict the theme of red wine. As possible color harmonies for the design, light, friendly colors are used here. A slightly pasty background, reminiscent of gouache painting, is created in Illustrator. Yellow and red are the primary colors used. The rich green from Weilburger's corporate design is chosen as the contrasting color for the lettering and logo. Since the finishing motifs of both labels should also form a final unit, a line drawing from the grapes/vines area is created. For this label, this is then applied as a contour in the form of metallic hot stamping. In addition, the fictitious brand name and a surrounding frame in the bleed are incorporated into the hot stamping die. The tactile SENOSCREEN® UV RELIEF EFFECT LACQUER TEXTURED SAND 22R 7810 is then to be used in the inner areas of the vine image. When creating this mold, it should be noted that the textured coating is applied only in the final process step and thus after hot stamping. This means that all hot stamping elements must be left out of this mold in order to avoid unsightly clouding of the metalization by the structure of the coating.

The gloss varnish mold is then created as the top layer. Since the SENOWEB® UV GLOSS LACQUER STAMPABLE FP 360879 used can also be hot stamped without any problems, it does not have to be cut out, which greatly simplifies the production process and register accuracy.

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

Products used:

Anilox rollers:

SENOWEB® UV GLOSS LACQUER STAMPABLE FP 360879

80 L/cm², 10 cm³/m² Hexagonal

Screen (rotative):

SENOSCREEN® UV RELIEF EFFECT LACQUER TEXTURED SAND 22R 7810

Gallus Screeny Tacil DW, mesh count 88, open screen area 39 %, mesh size 180 µm

Machine:

Nilpeter MO4 with offset/flexo units (interchangeable) plus two rotary screen printing units and two units for hot stamping.

Production partners:

Offset Plates:

FUJIFILM Superia LH-PLE, CMYK + Pantone Cool Gray 7C

Flexo plates:

Dantex Aquaflex Optima DOPM

Substrate:

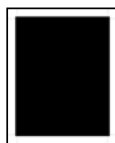
Fasson Castgloss FSC/RH9x/HG65 Permanent

Print sequence:


SW1:
SENOSCREEN®
UV RELIEF EFFECT
LACQUER TEXTURED
SAND
22R 7810



HF1:
KURZ Alufin RTV
silver matt



LW1:
SENOWEB®
UV GLOSS LACQUER
STAMPABLE FP
360879



DW5:
Pantone
Cool Gray 7C



DW4:
Yellow



DW3:
Magenta



DW2:
Cyan



DW1:
Black