

7 PRINT FINISHES THAT WON'T BREAK THE BANK

A new era of premium packaging

HOLMEN
IGGESUND

Intro

Digital printing has been around for over twenty years, however it's now that businesses are really noticing the benefits of going digital, also in folding carton packaging. Smaller brands in particular can see that when it comes to efficiency, speed-to-market, and personalisation, digital printing and finishing can give them the competitive edge.

The short run opportunities of digital printing means that start-ups and indie brands are now able to achieve premium packaging without having access to a premium budget. Digital printing means spontaneity, allowing new words and images to happen in the last second. Changes on press, which used to be regarded as too costly, are now routine with minimal setup.

Done using either inkjet or electrophotographic printers, digital works best for on-demand printing, as it can be accomplished in a short time frame. There are also many possibilities to use different inkjet colours and effects – you can for example easily add extra colours or even metallic in the printing process.

Furthermore, the advanced possibilities of personalisation, customer designed packaging, the ability to modify the image, and campaign specific packaging, mean that smaller brands are now able to stand out in a saturated market.

Sustainability is also an important aspect of digital printing, as it can help businesses to reduce their carbon footprint. Digital technology in pre-print, printing and finishing will reduce the need for large stocks as it is done only when products are needed – just in time. This in turn enables a more sustainable operation, by less over production and stock building. No more shelves of unused products is a dream for both the environment and companies.

As the benefits stack up, and more companies make the transition to digital, the finishes available have become more diverse, especially when using high quality paperboard. Here's some of the effects that pack a punch without costing a fortune.

1. DIE CUTTING

A perfect cut

The most common cutting method, die cutting, allows the exact same shape to be generated over and over again.

The attraction of die cutters is uniformity. Without using a die cutter, it would be an extremely time-consuming and laborious process to make shapes that are all the same size with no irregularities.

The die cutting tool consists of a cutting edge and counter die, and the tool can be made into any shape you like. As the work is so meticulous (factories require these cuts to leave very little excess material behind), die cutting means little excess waste which makes it naturally more sustainable. Die cutting can be done in conjunction with creasing and embossing.

Die cutting can make the printed material stand out from the crowd.





Add a strong visual impression and premium feel with foiling.

2. FOILING

Widen the possibilities

Use foiling to add another element to your product, by highlighting details or parts of the packaging.

Ideal for sleek, luxurious designs, digital foiling is slightly different from the more traditional foiling processes as it doesn't require the use of heated plates. The plates used in traditional foiling leave behind a raised embossing, whereas in digital printing you get the same luxe effect, just without the indent.

3. CREASING

Avoid cracks on the surface

Creasing is an important part of any print finish operation as it reduces the risk of disfiguring cracks on the surface layer of the fold. Unlike paper, paperboard can be creased before folding.

What you gain by that is distinct, durable and thin fold lines with no cracks on the surface of the printed, varnished or laminated folds. A paper creaser can also add perforated punches for mailings or inserts so that you can remove a card or coupon.



Crisp precise folds make the contents even more tempting.

4. VARNISHING

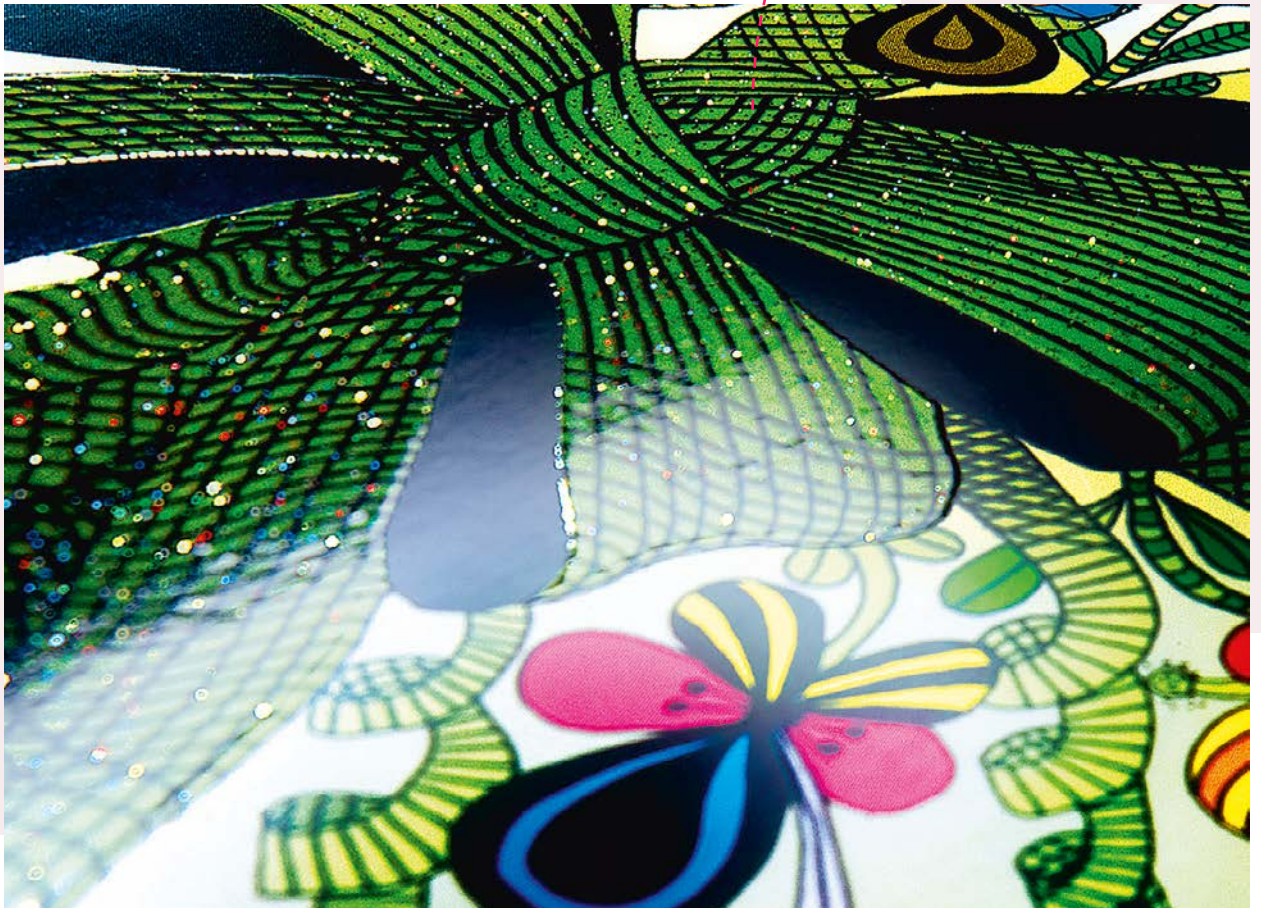
Let it shine

Nothing communicates beauty and luxury quite like varnishing. Varnishing, be it matt or glossy, is a way to enhance the surface design and also to protect the printed surface.

With spot varnishing you can grab even more attention by using different gloss values on the same surface. Anti-scratch varnish can be used to protect package surfaces or to avoid finger prints, especially on black ink. A matte surface is a good choice if you want easy-to-read text that stands out, but if you really want to brighten the hues and 'lift' the graphics, then a smooth and dense paperboard is the perfect choice.

Ultimately, whether you decide to go for matte or gloss depends on the feelings you want to evoke, and how you want your product to feel in your customers hand.

Make the surface pop with a shiny metallic finish.





Highlight the bold and colourful illustrations that will make the box cut through the noise.

5. SCODIX

A plethora of effects

Scodix is the leading provider of digital print enhancement in the graphic arts industry and offers a wide variety of premium print products in-house, without the need to outsource.

They are the go-to for any business wishing to transform their packaging into extraordinary creations with highlighted details. Never-before-seen designs can be easily produced using different combinations of their applications, such as embossing, foiling, spot varnishing, 3-D holographic, metallic, glitter, sparkly crystals, and even braille. The list is endless.

6. LASER CUTTING

It's in the details

The most elaborate and precise cutting method, digital laser cutting, can create exciting and more complex effects than traditional die cutting – and with the right paperboard almost any pattern can be achieved.

Laser cutting allows the finest details and most intricate forms, but the paperboard's strength is an important factor to bear in mind.

The operating method is pretty straightforward, the design is etched through a copper template, which is positioned over the paperboard, then a laser beam runs back and forth over the template, and wherever there are etched areas, the laser beam vaporises them. These delicate cuts that are achievable with for example Highcon machines will allow maximum designer's flexibility and creativity.



Create enticing patterns and designs, but remember to consider the strength of the paperboard.



7. EMBOSSING

Attract the eye

Make an artistic
feel and delight
the senses with
embossing.

Nothing says quality like running your fingers across textured graphics or text on a box, menu, or business card.

Embossing and debossing can give striking results and an instant look of luxury, when used on an adequate paperboard fit for purpose. By pressing onto the paper, embossing creates a raised image, whereas debossing does the opposite and leaves an indented impression. Use for eye catching decoration or subtle sophistication (for example in lettering) – the pattern options are virtually limitless.

To emboss or deboss is to shape the paperboard into well-defined permanent relief patterns. To create more depth, you can use both embossing and debossing in the same pattern, and for even more striking impact you can combine it with other techniques like foil embossing.

For a great finish, you need a great start.

When it comes to getting the best finish results, the paperboard you choose to use has a big effect. Invercote assures that the finish you imagined will be realised, allowing your ideas to really jump off the paper.

Invercote's unique construction means that creases will not crack even after repeated use, and you can print any colour anywhere you want – even over folds.

No paperboard creases and bends as effortlessly, its supreme whiteness is specially designed for colour reproduction, and its smoothness delivers an exceptional finish.

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Holmen Iggesund is the premium paperboard company for purposeful solutions. We invite our customers and partners to be part of creating the next generation of sustainable packaging solutions and graphical applications together with us.

We are part of the Holmen Group, relying on our own sustainably managed forests to ensure a renewable material for centuries to come.

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