

Hot foil stamping

Hot foil stamping is used to provide an eye-catching or luxury appearance. The size of the area that can be covered varies from very fine details to large, solid areas. There are many types of foil to choose between. They come with gloss or matt finishes and can be brightly coloured, shimmering metallic, pearlescent or with holographic patterns. Effects such as marble and snakeskin are also possible.



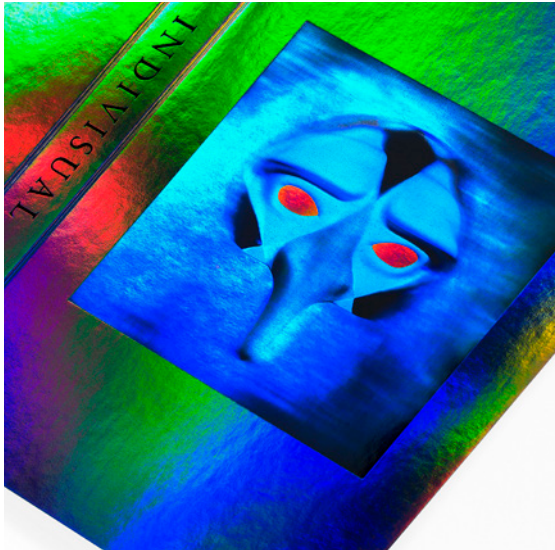
Paperboard's dimensional stability offers advantages to production jobs that have many finishing stages. This detail is from one of Iggesund's production jobs which combined various printing techniques and a total of 18 printing stages.

Golden opportunities

Hot foil stamping can be used for letters, patterns and all other types of illustrations. These can be wholly covered or just given a thin edging. If you are considering a metallic appearance, this is a golden opportunity to add a touch of exclusive elegance. Or why not use a holographic film to draw attention, or a foil with offset print on top of it? That way you will get an astonishingly bright result.

The hot foil stamping operation

In this operation the foil, which is supplied on a heat-resistant film, is kept parallel to the paperboard during the process. A heated matrix, which is fitted to the stamping cylinder, releases the foil from the film and makes it adhere to the paperboard.



Hot foil stamping highlights one or more details in the printed sheet.

Key paperboard features

For the best visual appearance of the foil, a clean and very smooth surface with a minimum of interfering surface irregularities is important, since any flaws are strongly accentuated when foiled.

Embossing and debossing

Embossing and debossing are strikingly impressive design techniques. Embossing creates a raised image and debossing creates an indented image. Either way you add far more than just a touch of class to your products – you give them an almost matchless look of quality.

The best is good enough

When only the best is good enough for a brochure, book cover, folder, card or menu, it may be just the time to use embossing or debossing. You can use the relief as a most eye-catching decoration or in a very understated way to emphasise the name of a company on an exclusive annual report. Although the operation is a challenging one, the possible patterns are almost limitless when you use paperboard.

Fine details or complicated patterns

To emboss or deboss is to shape the paperboard into well defined permanent relief patterns. The method might be applied to create a pattern covering the entire surface or as a pronounced relief. By using both embossing and debossing in the same pattern, an effect of great depth can be obtained.

When using multi-ply paperboard you are able to create very fine details or small details close together without being afraid of having an indistinct result or breaks in the board surface.