

DECORATED PAPER

TECHNICAL PRODUCTION TIPS

Offset Printing

- **Use an oxidizing ink.** Since there is no absorption into these cover stocks, ink must dry from the top down. Most ink suppliers offer a line of oxidizing inks. Consult you ink supplier before printing.
- **Keep fountain solution NEUTRAL.** Generally, if pH falls below 5.0., the inks will be over-emulsified and drying will be inhibited.
- **Ink/Water Balance.** Run as little fountain solution as possible. Unlike clay coated or uncoated stocks, Decorated Covers will not remove excess water from the blanket- the fountain solution will just keep pouring into the inks causing over-emulsification and greatly retard drying.
- **Delivery.** Printed sheets should be racked in lifts not exceeding 5” high. Do not re-pile for at least 24-48 hours. If lifts are too high, drying will be retarded and ink may offset onto the top sheet.
- **Offset spray.** If not aqueous top coating in line, offset spray is a must. To prevent scratching, the finer the particle size, the better. Large particles can cause comma shaped scratches in the ink film because of jogger movement.
- **Ink film thickness.** Generally, the thinner the film, the fewer the drying problems. Heavier ink films will dry on the surface, but may remain tacky underneath.

- **Ultraviolet and Plastisol inks.** These inks are applied either offset or screen and work well when following ink suppliers recommendations.
- **ALWAYS CONSULT YOUR INK SUPPLIER BEFORE PRINTING!!**

Scoring and Die Cutting:

- **Letterpress or platen score.** Letterpress or platen press machine is highly recommended. DO NOT score on offset press or folder bindery machine
- Score coated side. Always score the channel on the coated side. Create a channel deeper than the thickness of the stock and at least .050” wide. This will form a bead on the inside when folded.
- **Die Cutting.** Use the sharpest 2 pt. steel rule die to avoid ragged cuts.
- **ALWAYS DO A MAKE-READY!!**

Embossing:

- **Blind and Register Embossing.** Always use copper dies. Brass dies recommended for intricate art work.
- **CONSULT YOUR DIE MANUFACTURER AND ALWAYS DO A MAKE-READY!**

Foiling:

- **Foil selection will vary according to artwork.** Since our cover stocks are not as porous as uncoated stocks, gases need to escape out the edges of the foil image. Larger foil areas may cause gassing to occur through the foil it self. Care should be taken as to foil selection, size of image and running parameters.

- **CONSULT FOIL SUPPLIER FOR BEST FOIL SELECTION.**

Pasting:

- **Adhesives.** Water soluble glues, hot melt adhesives and double-sided tapes may be used
- **ALWAYS CONSULT YOUR ADHESIVE SUPPLIER FOR SPECIFIC RECOMMENDATIONS.**

IF IN DOUBT ABOUT ANY OF THE RECOMMENDATIONS OR PROCEDURES, CALL US AT(800) 822-3400 BEFORE USING OR CUTTING ANY STOCK.