

Effect surprises part 1

With this Newsletter we would like to start a new series, which reveals unknown, shimmering and exciting specialties by gazing through our miracle sphere of effects. Maybe a trend-setting and promising inspiration arises, which helps to cover a wanted niche application. First of all we would like to reach back in order to point out once again the necessity and sense of special effects.

In the course of a growing competitive situation for graphic products in the digital printing sector - and simultaneously considering small offset printing jobs – it must be tried to provide the printed materials with an attractive additional value in order to make them even more interesting for the potential customers. Predestinated for such refinements, no matter if visual or interactive character, is the screen printing technology or its little brother the pad printing technology. In this case it is not compulsory to manufacture the whole product with one of these technologies, rather a combination of printing methods is recommendable in many cases. So many well-known printing refiners are upgrading and re-invest in screen printing technology.

But not only the subsequent spicing up of CMYK exhibits is a chance for various effects, also the functional significance and ideas for lucrative unique characteristics shall be mentioned and explained.

Simultaneously we have begun to visualize all the various effects (duration of the project approximately 2 years) and to arrange them in an unprecedented "**Almanac of Effects**".

These exclusive exhibits will be available for EUR 3.-- or CHF 5.-- / visualization.

Following screen printings (4-color set in ScreenX 10 plus effect ink "Olfactory" (smell), DIN-A 4, transparent rigid PVC) can be ordered yet under following article numbers:

- Series 10-39/SS300 Visualization Olfactory ink Strawberry, encapsulated
- Series 10-39/SS301 Visualization Olfactory ink Orange, encapsulated
- Series 10-39/SS303 Visualization Olfactory ink Red Rose, encapsulated
- Series 10-39/SS305 Visualization Olfactory ink Leather, encapsulated
- Series 10-39/SS306 Visualization Olfactory ink Gingerbread, encapsulated
- Series 10-39/SS310 Visualization Olfactory ink Wood, encapsulated
- Series 10-39/SS311 Visualization Olfactory ink Peppermint, encapsulated
- Series 10-39/SS312 Visualization Olfactory ink Coconut, encapsulated

As soon as there are new exhibits available we will inform you via our Newsletter.

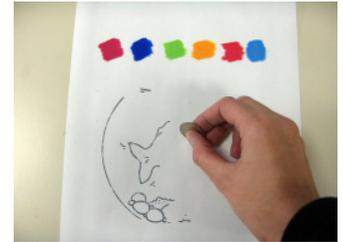
For requests and orders please contact info@printcolor.ch.

Within the new edited series „Effect surprises“ interesting products or systems analog to the segmentation **Special Inks** in our Image Brochure will be discussed.



The definition of this effect is as follows: White color that turns black under mechanical strain.

This special system is offered under the designation **Series 320-00/509**, *Coin-scratch ink*.



The name reveals a lot about the actual effect, which can be achieved with this screen printing ink. A subject which shall be hidden will be printed on a white substrate, preferably paper or cardboard. Now the desired interaction takes effect. Through mechanical stress (scratching, rasping etc.) with a metallic subject, for example a coin, the actor can make visible the white print which turns now into dark grey till black.

Successful application fields of this special ink, which is physiologically and ecologically harmless and authorized to be used for toys (fulfills Standard EN 71, part 3), are nowadays especially action games for children (see also following effect description) or lottery games, where instead of a scratch-off ink this coin-scratch ink is used.



Applications, where definitions, information and codings only become revealed and utilizable after specific exterior influence are also imaginable. This could affect for example product information like expiry dates right up to **Brand Protection** elements.

The special ink Series 320-00/509 is a solvent based system of the product line Series 320 and is processed the same way. We recommend mesh 120-34 Y PW PET 1500. In order to adjust the printing consistence the known auxiliary agents of the product group 300 are suitable.

Further products of the „Effect surprise“ are linked to this interesting ink system and shall be mentioned complementary:

Defined is this effect as follows: Soluble in water and chemicals after printing.

As one of the main applications of the Coin-scratch ink Series 320-00/509 is the functional/visual illustration of painting patterns (children games), we offer complementary colors which are re-soluble with water.

The under **Series 140-8708**, *Children paints* summarized colored inks are applied on the substrate, mostly paper/cardboard, by screen printing technology. After the physical drying it is possible to re-activate these inks with water and paintbrush and the preset sketches can be painted.

Of course these inks are not harmful to health and fulfill the Standards for the manufacturing of toys. In order to keep the fun factor on a high level, we recommend to print the children paints Series 140-8708 in thick layers. In practice meshes as 27-140 W PW up to 43-80 W PW PET 1000 are used, depending on the desired quantity also in double print.

Of course the inks can also be used for simple, water-soluble codings (inexpensive alternative for superficial, temporary security elements). As these inks are water-based products, you do not have to add any chemical additives before processing. In case a lower printing viscosity is needed, the ink can just be diluted with water. The cleaning of the mesh and printing utensils requires also only water. It must be paid special attention to appropriate stencils and fillers!



If we summarize both of these effects, so it is possible to achieve a very inexpensive, interesting and most of all interactive total result with simple agents. From an optically inconsiderable, undemanding paper has been created a proudly presented picture, which has the parent-friendly side effect of a continuous, self-active occupation of the child, away from Playstation, Nintendo and TV.

But what does this bring, when the „pieces of art“ only lie around and fall victim to the parents regulatory measures – Also therefore a simple and senseful screen printing solution can be found:

Bonding Technology: Adhesive

Serie 140-814

In the Image Brochure this effect is defined as follows: Re-positionable adhesive.

The also water-based, without addition of solvents manufactured, temporary adhesive **Series 140-814**, *Post-it glue* is especially suitable for fibrous material as paper and cardboard. In the screen printing a thick layer of this special adhesive is applied and physically dried. Analog to the well-known memory aids of white and colored papers, which decorate many work places, the product Series 140-814 distinguishes itself through a moderate adhesive power and re-positionable adhesion properties. The water-based adhesive is designed in a way which allows a residue-free removing.

This system is printed with a 32-100 W PW up to 43-80 W PW PET 1000 mesh under the usual conditions for the processing of water-based products.

The adhesive Series 140-814 is ready to print.

Also this system fulfills all requirements for a physiologically and ecologically harmless product whereby we have come full circle for our interactive children game.

If the patterns are equipped with our re-positionable adhesive, so the child can drape its Picassos anywhere in the appartement and the parents can remove them easily without glue residues and complications (except the child's protest against tidy up-actions).

Enjoy the realization!



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