

Effect surprises part 2

Advent, advent, a candle is burning...

Consigned from generation to generation advent verses express what is moving our hearts during the pre-Christmas time. In some people they arouse contemplation and joy in regard to a silent and happy family celebration, in others the sudden thought arises that time has come to finally organize Christmas gifts for the celebration-hungry children.

What these lines are telling us additionally, is, that it is burning!

As long as the wick is keeping the romantic candlelight under control, we can assume a cozy atmosphere. But if the advent wreath, the decorative Christmas blanket, table and chairs or even the whole living room are on fire, at the latest by then the last spark of Christmas mood has disappeared.

In the following we would like to present you a printing system for every mentioned emotion, which illustrates the versatility of screen and pad printing technology. Actually we can go the extra mile and talk about a successful unique characteristic for this application fields, which could possibly close another niche.



Coloristics: Diverse visual effects

Series 275

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In order to reach this status it must first of all be thought of the candle's desired constitution. We decide for a basic-romantic factor and choose a „real“ candle. Not urgently a pure beeswax candle but corresponding to the inventory or emotional condition a colored paraffin candle. The purchase decision is not easy considering the oversupply in our stores and finding same looking products in different price levels as well as hoping to find a hot deal make the choice even more difficult.

One idea to cause a positive symbiosis between supply and demand is the refinement of the candles with visual, haptic or also olfactory attributes. And no other technology could do this better than the screen- and/or pad printing with all their wonderful possibilities.

Imagine a kingly shining, with golden ornaments decorated candle instead of a simple, claret one. Or this nice piece is additionally spreading a slight gingerbread scent, which infatuates the pre-Christmas mind and maybe leads to the production of sensual gastric juices. This would be real interactivity!

But after all the final goal is, to influence the purchase decision by an appealing, value-increasing print on the candle. For this purpose the system Series 275 is suitable, which is available in a wide range of eye-catching effects. No matter if metallics, olfactory inks, glitter- or thermochromatic inks: contact us.



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And how has the "fire" being lighted? A lighter is simple, even prettier, when it has been decorated with trendy effects by pad printing technology. Matches are the other possibility, which always need a working counterpart: the striking surface.

Herewith we would like to present you an almost unique, interactive ink system: the Ink for Matches Series 140-413.

This is a special formulation, which illustrates the functionality of a striking surface with the aid of inhibited phosphor parts.

This effect is printable, so that it can be applied full area or partially on a wide spectrum of various substrates and

materials with the property of a striking surface, known from matchboxes. The base of this matches ink is Series 388, so that besides normal papers and cardboards also plastics as PVC and Polystyrene as well as coatings can be printed with good adhesion. In order to achieve the full functionality a relatively high film thickness is needed. Therefore we recommend printing by using a 43-80 W PW PET 1000 mesh or coarser. Series 388-413 is air drying but can also be dried in the circulating air dryer for a later piling up. The usual color is the known reddish brown but darker colors till black are possible.

**Thermal: Intumescence****Series 655-00/501**

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It was a cozy evening in front of the burning advent wreath; and this is the problem: The candles have accomplished their task and the wick wanted to finish its work, so the flames have tried to find a new breeding ground. Perfect, if wo/man does not oversleep this moment and the quench of the fire is crowned with success. But what, if not? What a shame, that the table mat with its lovely Christmas motives was not equipped with flame retarder. Because they exist, fire protecting varnishes in printable form.

And with the presentation of this product we would like to complete this

roundel of sparkling, sparking or protecting effects. They are known since a fairly long time, intumescent coatings in the building / civil engineering. Constructions, most of the time whole roof trusses, made of wood or iron, are provided with such flame protecting coatings. The advantage is, that the sustaining parts can resist temperatures of 850 °C longer than 1 hour, so that rescue and quench actions can be realized efficiently, without that buildings collapse.

Printcolor Screen Ltd. offers now such coatings, which provide a direct flame protection for the so treated materials. Imagine ashtrays made of paper, not inflammable displays, flame protected exhibition parts and much more.

Also in this case the flame protection depends directly on the applied varnish layer. The thicker the varnish layer the better the protection. Therefore we recommend printing with a 43-80 W PW PET 1000 mesh or coarser.

With this Effect surprises we would like to give you some inspiration, which now seasonally turned around Christmas, but offer by far a much bigger and usable application field. We are already looking forward to a further information- and idea exchange.



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