

THINGS TO CONSIDER:

# When considering high-impact finishes.



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## FREQUENTLY ASKED QUESTIONS

### **1. What are high-impact finishes?**

High-impact finishes are digital foils and specialty laminates.

### **2. How does high-impact finishing work?**

Depending on what you're trying to achieve, there are a few ways to use high-impact finishes. If you want to laminate a sheet with a soft touch or durable laminate, we simply apply the preferred laminate. The other major high-impact finishing technique is printing with digital foil.

### **3. What's the deal with digital foil?**

Printing with digital foil is a little different than traditional foil stamping. Mainly, no expensive metal die is required. In the basic two-step digital foil process, we first print your desired foil areas with an HP Indigo ink (rich black). Second, we take the sheet off the HP Indigo press and use the digital foil machine to apply the digital foil. The foil only adheres to the areas covered with HP Indigo ink.

### **4. What are the benefits of high-impact finishing?**

**Laminates:** There are so many possibilities with our specialty laminates. You can change the physical properties of a standard sheet by using textured laminates like leather or soft touch. Or, you can create a piece that is long-lasting by using our durable laminates and films.

**Digital Foil:** Since digital foil does not require a die, one of the main benefits is the ability to utilize variable data. You can achieve a high-end look in combination with a wide range of datasets, from names and addresses to variable images and colors. You can use the foil in a number of ways. We can overprint the foil on top of a CMYK background, changing the color of the foil. If you want to make a big impression, we can set the foil to trap around surrounding artwork. We can also take a traditional approach and have the foil print as a standalone element on the sheet.

### **5. Is the digital foil process complicated?**

Not really! To prepare print-ready files, take a look at the steps below that explain the particulars of the process. It is important to include Perfect in your planning early on to make sure your project prints the way you want.

## FILE PREP & COMMON STEPS

### 1. File Prep

Keeping your files organized is one of the most crucial factors in creating a successful digital foil job. It's imperative that you have elements properly separated by layer. When your layers are set up correctly, there should be no misunderstanding between the designer and prepress. The better the file set up, the faster your project goes to print.

**Note:** Create as few layers as possible in projects that will use digital foil. We recommend creating two layers: one named "Foil" and the other named "CMYK." Make sure to go over the specific goals of your project with your Project Manager or Account Executive early in the process.

### 2. Spot Colors & Digital Foil

If you are planning to use digital foil in a project, you'll need to set up all the graphics you want to print in foil (text, line-work, images, shapes, etc.) in a spot color. In your file, name this spot color "Foil." The CMYK build you must use for the spot color "Foil" is C50 M50 Y50 K100. This rich black is the optimal color to ensure foil adherence to these graphics.

**How to Add a Spot Color:** Open the swatches panel (InDesign or Illustrator) > Options > New Color Swatch (ID)/New Swatch (AI). Name your new swatch "Foil." Then, under Color Type, select "Spot Color." For Color Mode, select "CMYK." Finally, input the values C50 M50 Y50 K100 and select "OK." The "Foil" swatch will now be in your swatches panel.

**Note:** Remember to keep all the artwork and graphics you want to print in foil on a layer named "Foil." Double check your "Foil" layer before output to ensure all artwork is set to the spot color "Foil."

### 3. Colorize Your Foil

The ability to introduce colorized foil by overprinting is a major advantage of using Printable Digital Foil. When you overprint CMYK on top of silver or gold Digital Foil, you are able to achieve a seemingly endless gamut of colorized foil.

**Note:** Attempting this through conventional foil stamping can be done by using multiple dies and different colored foils. Going down the conventional route would likely have massive cost implications attached to it.

## FILE PREP & COMMON STEPS (CONTINUED)

### 4. Digital Foil Processes

There are a few ways to set up a digital foil job; the set up depends on what you are trying to achieve. The file will be set up differently if you are trying to colorize the foil compared with having the foil overprint.

#### Three-Step Foil with Overlamine

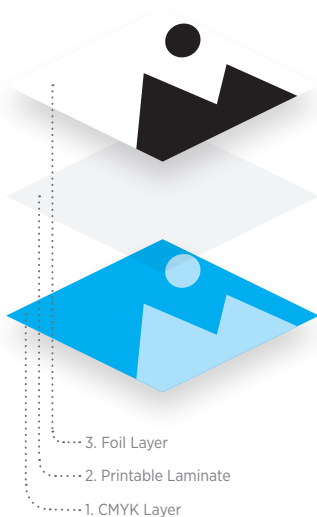


Step 1: Print foil layer

Step 2: Print CMYK layer

Step 3: Laminate the sheet

This is the most common set up. The laminate on the top layer protects the sheet. This is valuable for folders, invites, book covers—anything that would be handled a lot. This process requires trapping on the CMYK layer. Any vector graphics or text on the foil layer should have a .5pt stroke on them. This stroke allows for wiggle room as we move the project from the HP Indigo press to the digital foil machine and back. On your CMYK layer, mask out the Foil graphics if you want the foil to show through. In this three-step process, the foil typically gets dulled back by the laminate and gives the foil a nice subtle glimmer.



#### Three-Step Laminate with Overprinting Foil

Step 1: Print CMYK layer

Step 2: Laminate Sheet

Step 3: Print foil layer

This process is used when you want the foil to pop off the page. Since the foil is overprinting on a printable laminate, trapping is not usually an issue. If there are text or graphics that will knock out of the foil, make sure you consider this when setting up all layers.

**Note:** This particular process mimics exactly how you would set up a traditional foil stamping job. Just make sure you use the Rich Black formula and keep your layers clean! We don't need a .5pt stroke on the artwork (mentioned above) since we are not trapping the foil.