

ART™ Gold Engravings for Tactile Varnish

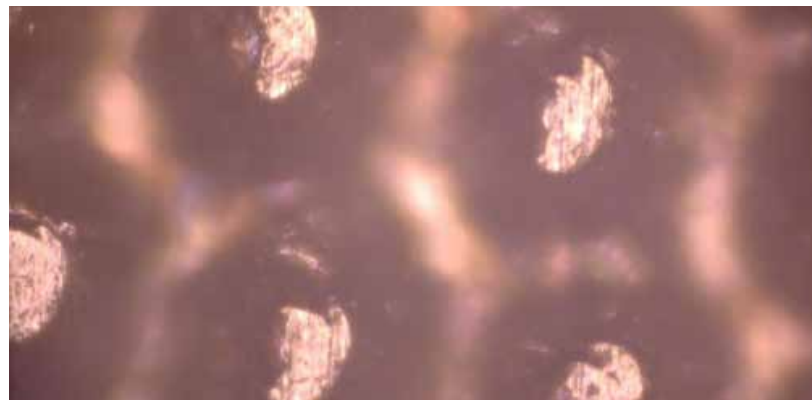
As the market continues to grow, tactile-like coatings are being used to provide a sandy finish.

Specialty coatings and tactile finishes such as glitter, pearlescent, textures and hard touch, are being used more frequently to enhance the look of product packages.

In the future, the tactile varnishes give converters the opportunity to create surface effects, combining optical effect like contrast gloss and matte with tactile experience, generates a variety of combinations and applications.

Typical applications, such as food packaging, are used to create impact or draw attention to specific elements of the packaging or the labels.

Since 2017, Praxair Surface Technologies has been working with ink manufacturers to provide the proper anilox specification. A dedicated pattern that meets specification was successfully tested, resulting in positive feedback from various printing players. The ART™ Gold pattern shows good stability and distribution with two-component lacquer — over different viscosity. The flat bottom is easily cleaned, allowing very long runs that maintain the tactile feeling along the product.



ART™ Gold Engraving



Textured surface sample product using ART™ Gold engravings

How to Get Started. Contact Us Today.

Contact our sales staff to obtain screen and volume recommendations.

Ask a Praxair printing specialist to schedule a complimentary anilox roll audit.

Call the nearest location or email psti-info@praxair.com.

Or visit www.praxair.com/printing to learn more.

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