

# Getting the most from varnish and how to supply artwork

## **STANDARD VARNISHES**

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No artwork amendments need to be made to get any of the following standard varnish effects as they are all an overall cover, simply inform your Scotts Print representative when quoting and placing your order.

### **Sealing Varnish**

A light lick of Rub Resistant Varnish used only to eliminate marking when the sheets are being finished. It is not a varnish used to give an effect to the printed product, it simply assists with production. Sealing varnish should be used if marking/scuffing is of concern and you would like the finish to be more of a Satin finish rather than a Gloss or Matt.

### **Gloss Varnish**

Can be used as an effect but you should stipulate that it is to be 'High Gloss' if you are using this type of varnish for a design effect. Alternatively, we use the gloss varnish as a sealing varnish for when you wish to retain a gloss finish on gloss stock.

### **Matt Varnish**

Can be used as an effect but again you should stipulate if an effect is required. Alternatively, we use the matt varnish as a 'sealing varnish', if you wish to retain a matt finish on matt stock.

### **Aqueous Coatings**

A fast-drying, water-based, protective coating which is applied inline (on the press) at the same time as printing to attain a selection of finishes. The clear coating gives a high gloss finish and added durability to protect from smudges etc - this makes it particularly useful for when you do not want to have a laminate but need a bit of added protection for items like postcards that go in the mail.

Aqueous varnishes are water based and hence more environmentally friendly than other alternatives, it is also more economical than Spot UV, it dries quicker than other varnishes so can be handled within minutes as opposed to hours and this varnish also gives added durability.

There are three types of coatings that we currently use - Matt, Gloss & Satin please advise which you would like when quoting and placing your order.

***Please note, to maintain quality, Scotts recommends that all Satin/Matt Stocks should be sealed with one of the methods above to avoid scuffing.***

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## **VARNISHES THAT GIVE ADDED EFFECTS TO YOUR PRINTED COLLATERAL**

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### **Matt Etch Varnish**

**What is it?** Matt Etching is an effect similar to spot UV, it is where a gloss laminate is applied, then we run the sheet back through the press with a Matt Etch Varnish which adheres to the areas where a gloss effect is NOT required. The gloss laminate which is not covered with this Matt Etch Varnish gives the effect of a high gloss much like UV, with the background dulled to a flat Matt.

**How do I supply artwork?** The part of the document that you want to be 'glossy' (be it an image, text or blind pattern) must be reversed out in a separate varnish layer (opposite of how a Spot UV file is supplied).

**Verdict:** Matt etching can be more economical and you can be more intricate than normal Spot UV so it is great for jobs with lower budgets that you want an effect on or when you have intricate imagery. It also provides added durability to your project as it is laminated.

### **Drip Off Varnish**

**What is it?** Drip off is where a special matt varnish is applied inline (on the press) at the same time as the usual 4 colour or PMS printing. This varnish covers all the areas that you would like to have a flat matt effect, the paper then has a gloss aqueous varnish applied over the top (inline).

**How do I supply artwork?** The part of the document that you want to be 'glossy' (be it an image, text or blind pattern) must be reversed out in a separate varnish layer (opposite of how a Spot UV file is supplied).

**Verdict:** Drip Off Varnishing does not utilise a laminate, so is not as durable as Matt Etching or Spot UV. It is all completed in line on the press so is a highly cost efficient way to add another dimension to your project, but without the additional time associated with laminating. This makes it suited to jobs with quick turnarounds and smaller budgets.