

Special Effect Inks



Special effect inks

- Prevent forgery and falsification
- Provide security validation
- Increase product image
- Enhance special features



Special effect inks

Part 1



Product	UV Screen	UV Flexo	UV Offset	UV LP	WB Flexo
Visible Fluorescent	• • •	• • •	• •	• •	• • •
Invisible UV fluorescent	• • •	• • •	• • •	• • •	• • •
Thermochromic	• • •	• • •	•	•	• •
Prismatic Effect Inks	• • •	• • •	-	-	-
Scratch off	-	• • •	-	-	• • •
OVS/OVI	• • •	• •	-	-	• •
Laser Markable Inks	• • •	• • •	• •	• •	-
• • • Highly recommended • Limited use - Not recommended					



Special effect inks

Part 2



Product	UV Screen	UV Flexo	UV Offset	UV LP	WB Flexo
Phosphorescent	• • •	• •	-	-	• •
Black IR	• • •	• • •	• • •	• • •	• • •
Magnetic	• • •	• • •	• • •	• • •	• • •
Conductive	-	-	-	-	• • •
Photochromic	-	• • •	• •	• •	• • •
Invisible IR fluorescent	• • •	• • •	• •	• •	-
Touch 'n Smell	-	-	-	-	• • •
Coin Ink	• •	• •	• •	• •	• • •

• • • Highly recommended • Limited use - Not recommended



Special effect inks

- HolographINK

- Brings a new and innovative label effect
- Unique product offerings, can not be duplicated
- Eye catching, attract consumers to your brand
- Image is created via a printing plate
- UV curable ink or adhesive is used
- Holographic image is laminated over wet uncured ink or adhesive
- Pass through UV lamp and ink or adhesive cures through foil, and bonds holographic material to base substrate creating a holographINK image



Special effect inks

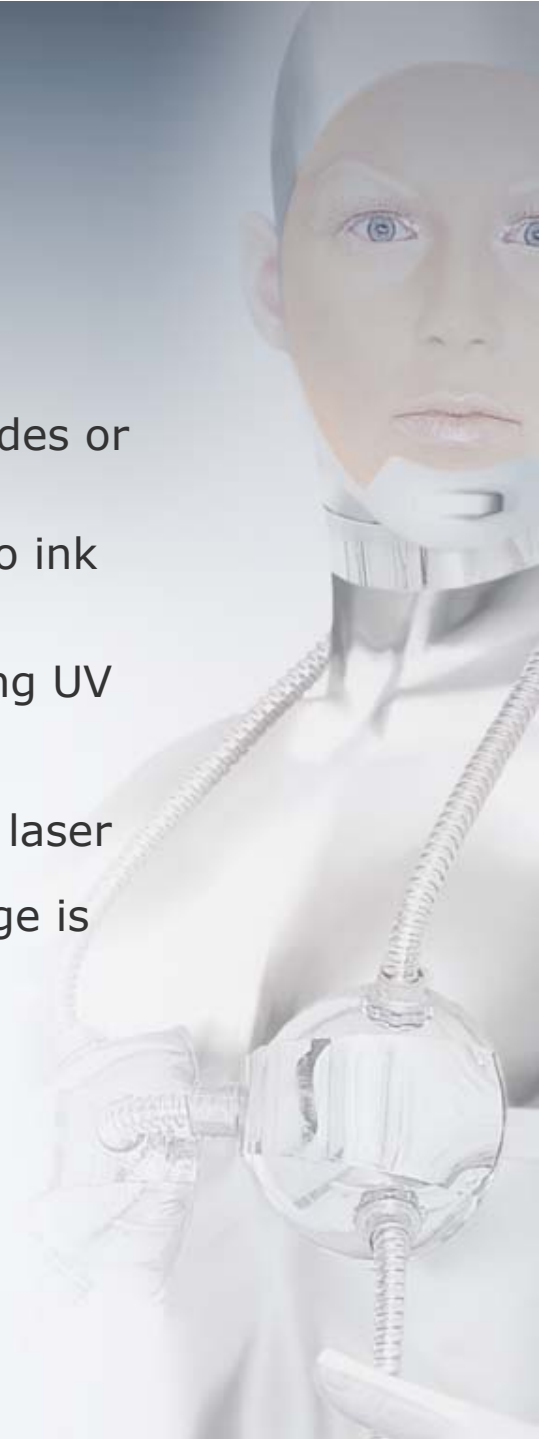
- Invisible IR fluorescent
 - Invisible in daylight – activated in IR light and detected/seen in UV light
 - When activated Green
 - Can be used to prevent falsification or as a detection ink
- Black IR
 - Visible or invisible in IR scanners
 - Print barcode with an normal black ink and over print it with a pattern of an IR invisible ink. The barcode will now be readable with an IR scanner but impossible to copy in a normal copy machine
 - The IR invisible ink can be printed as a barcode, which will give a non readable barcode in an IR scanner but a copied fake would be readable



Special effect inks

- Lasermarkable ink

- Lasermarkable ink is printed on label or pack
- This is later overprinted by Laser, creating barcodes, codes or VIP information that is needed.
- Technology is faster, more robust, versatile compared to ink jet, direct thermal and thermal transfer
- Laser-markable ink can be formulated to be printed using UV Flexo, UV screen, WB flexo as well UV Letterpress
- is especially developed for being marked by low-energy laser
- will change colour from white to black. The colour-change is an imaging process as opposed to an ablation process.



Special effect inks

- Magnetic

- Guiding ink in connection with a magnetization reading device
- Not intended to replace strips of magnetic tape to store information
- Can be used for tickets, for checking authenticity

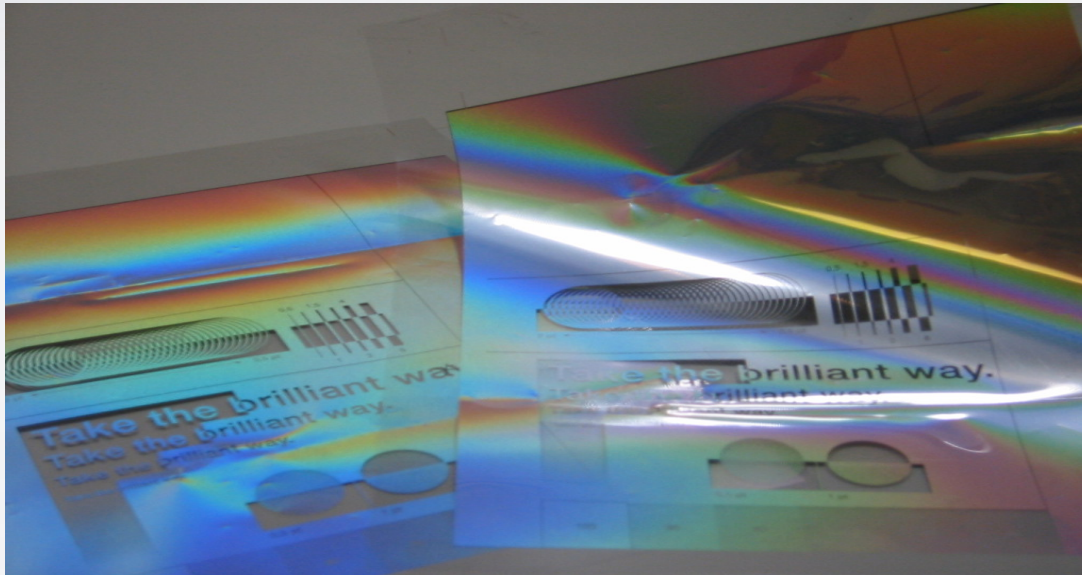
- Conductive

- Ink with high electrical resistance
- Can be used as a security ink with a special electrical pen or as a guiding-ink for digital signals.
- Can be used for tickets, for checking authenticity



Special effect inks

- Prismatic Effect Inks
 - Provide a holographic effect
 - Can be used for security & Brand protection
 - Available in UV & Solvent based flexo
 - Very high cost ink !



Special effect inks

- Phosphorescent
 - Glow in the Dark, after glow effect
 - 2-Pack systems
 - Multiple colours available
 - High film weights, best results
- Thermochromic Inks
 - Inks will change colour depending on temperature
 - Reversible Colours available in all Print Technologies
 - Irreversible Colours limited temperatures & Colours



Special effect inks

- Visible Fluorescent Inks
 - Visible fluorescent inks provide bright, vivid colours
 - Available in all Print Technologies and a wide range of brilliant colours.
- Invisible Fluorescent Inks/Varnishes
 - Will glow when exposed to UV Black Light
 - Available in all Print Technologies
 - Shades Blue, Yellow, Red, Green, White



Special effect inks

- Coin inks
 - Activated when rubbed with a coin changing from invisible to colour
 - Water based flexo available in Black, Red, Blue, Green
 - Black available in all Print Technologies
- Photochromic
 - Color changes when exposed to UV light source.
 - Available in various colors.
 - High film weights best effect



Special effect inks

- Scratch off Water Based Flexo
- Scratch off UV Flexo
 - Hidden message – release barrier – scratch off ink (one or two layers)
 - Can be used for tickets in magazine inserts and direct mail materials for amusement and promotional purpose
- Optical Variable Inks (OVI)
 - Effect pigments
 - Colour changing
 - Sparkling
 - Metallics
 - Pearlescents



Touch´n Smell

- Various scents can be created and printed on a label to provide product recognition.
- Built on encapsulation technology, a Standard range as well as fully Customer specific scents available.
- Available in Water based Flexo (ink & Varnish)
 - Vegetable scents
 - Food scents
 - Spice scents
 - Fruit scents
 - Wood scents
 - Christmas scents

