

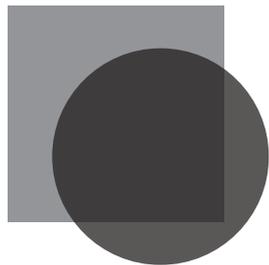
THERMOGRAPHY

THE BASICS

THE INK COLORS

- ✓ 40+ IN-HOUSE INK COLORS TO CHOOSE FROM
- ✓ CAN ORDER A CUSTOM INK COLOR REFERENCING A PANTONE NUMBER (FEE APPLIES)
- ✓ CAN ORDER A LALLIE LEGACY INK COLOR (SHOWN IN BOOKS 2012 AND OLDER) AS A CUSTOM INK COLOR (FEE APPLIES)
- THERMOGRAPHY INKS CAN BE AFFECTED BY THE COLOR OF THE PAPER PRINTED UPON. SEE “OPACITY” ↗ FOR DETAILS.

OPACITY



THERMOGRAPHY INK SITS ON TOP OF PAPER MAKING IT FAIRLY OPAQUE, BUT NOT 100% OPAQUE. ALL INKS ABSORB SOMEWHAT INTO POROUS PAPER WHICH MAKES THERMOGRAPHY NOT QUITE AS OPAQUE AS MOST FOIL.

THE LIGHTER THE INK AND THE BRIGHTER OR DARKER THE PAPER, THE MORE THE INK COLOR IS AFFECTED.

THE PAPERS

- ✓ SMOOTH MATTE CARDSTOCKS AND METALLIC CARDSTOCKS.
- ✓ THERMOGRAPHY PERFORMS THE BEST ON THE SMOOTH SURFACE OF CARDSTOCKS. THE INK TRANSFERS FROM A PRESS BLANKET TO THE PAPER AND DOES NOT GET INTO THE GROOVES OF TEXTURED PAPER EASILY.
- ✗ WE DO NOT RECOMMEND HEAVILY TEXTURED STOCKS MIXED WITH FINE LINE ART OR COPY
- ✗ CANNOT PRINT THERMOGRAPHY ON BOTH SIDES OF CARD UNLESS CARD IS 2-PLY OR THICKER.

THE ART

- ✓ PERFORMS WELL WITH LARGER AREAS OF SOLIDS AS WELL AS A MIX OF THIN AND THICK LINE WEIGHTS
- ✓ CAN MIX WITH FOIL (PRINTING CANNOT OVERLAP)
- SMALL REVERSES IN FINE LINE ART CAN BE PRONE TO FILL IN WHEN THERMOGRAPHY POWDER IS APPLIED

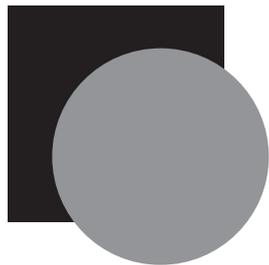
FOIL

THE BASICS

THE COLORS

- ✓ 20+ IN-HOUSE FOIL COLORS TO CHOOSE FROM
- ✓ CUSTOM COLORS ARE AVAILABLE (FEE APPLIES) FROM PRE-SET VENDOR PALETTES.
- FOIL IS THE LEAST AFFECTED BY THE COLOR OF THE PAPER IT IS PRINTED UPON WITH THE EXCEPTION OF CHAMPAGNE AND CAMEO PINK WHICH ARE TRANSLUCENT. SEE "OPACITY" FOR MORE DETAILS.
- ✗ CANNOT ORDER A CUSTOM COLOR REFERENCING A PANTONE NUMBER.

OPACITY



FOIL SITS ON TOP OF PAPER MAKING IT MORE OPAQUE COMPARED TO THERMOGRAPHY INKS. THE FOIL COLOR IS NOT AS AFFECTED BY THE COLOR OF THE PAPER IT IS PRINTED UPON. GREAT FOR LIGHT PRINTING ON DARK PAPERS.

CHAMPAGNE AND CAMEO FOILS ARE EXCEPTIONS. THEY ARE TRANSLUCENT AND ARE ONLY RECOMMENDED FOR LIGHT STOCKS.

THE PAPERS

- ✓ 100% CRANE COTTON LETTRA, SMOOTH MATTE CARDSTOCKS AND METALLIC CARDSTOCKS.
- FOIL PERFORMS THE BEST ON THE SMOOTH SURFACE OF CARDSTOCKS BECAUSE IT ADHERES MORE CONSISTENTLY TO ITS SMOOTH SURFACE CREATING A NICE CLEAN FINISH.
- ✗ WE DO NOT RECOMMEND HEAVILY TEXTURED STOCKS.
- ✗ CANNOT FOIL ON BOTH SIDES OF CARD UNLESS CARD IS 2-PLY OR THICKER.

THE ART

- ✓ LOVES A DESIGN WITH EVEN LINE WEIGHTS RATHER THAN A MIX OF THICK AND THIN LINES
- ✓ LOVES LINE WEIGHTS GREATER THAN 0.4PT
- ✓ CAN MIX WITH THERMOGRAPHY (PRINTING CANNOT OVERLAP)
- LARGE SOLID PRINT AREAS ARE PRONE TO HAVE SMALL PIN HOLES WHERE AIR RELEASES
- DESIGNS WITH LARGE, ALL-OVER COVERAGE OR COMBINATIONS OF THICK AND THIN LINE WEIGHTS MAY NEED SPECIAL HANDLING (FEE APPLIES)