

Fragrant Varnish

Marketing effect

Printing processes

- Acrylic Varnishing

Characteristics

- **Colourless varnish that releases a fragrance when the print is rubbed. The fragrance is incorporated in microcapsules, which can be ruptured once the varnish has been printed.**
- This olfactory effect can be used to enhance advertising or promotional materials by stimulating a sense other than that of sight.

Products available

Wide choice of fragrances by theme (please contact us for any specific requests):

- Flowers: lavender, mimosa, rose, violet, etc.
- Fruits: banana, cherry, strawberry, coconut, orange, peach, apple, etc.
- Nature: cedar, Provencal herbs, cut grass, mint, pine, thyme, lime, etc.
- Foodstuffs: aniseed, chocolate, cola, honey, liquorice, vanilla, etc.
- Miscellaneous: seaweed / sea, leather, petrol, plastic, etc.

Substrates

	Acrylic varnish
Non coated	X
Matt coated	***
Gloss coated	***
Cardboard	***
Synthetics ⁽¹⁾	**
Non absorbent substrates ⁽²⁾	**

*** Perfectly suitable, ** Suitable, * Test necessary, X Not suitable;

(1) Synthetics (PE, PP, PET, PVC)

(2) Non absorbent substrates: tracing paper, coated chromo colour and metallic

Recommendations

- Use a pliable blanket lining to avoid crushing the microcapsules during printing.
- Since the print shop becomes impregnated with the odour of the varnish during printing, any olfactory tests should be carried out in another room.
- Check the ink / acrylic varnish compatibility before printing.
- Protect from freezing. Do not store below 5°C.
- Maximum storage time: 1 month (beyond a certain time, the varnish can darken and no longer be colourless when applied. The fragrance can also change).