

Silver Mirror Effect Ink

Luxury finishing, marketing effect

Printing processes

- Offset
- UV Offset, UV Flexo, UV Serigraphy
- Water Based Flexo, Solvent Based Flexo

Characteristics

- **Mirror effect metallic ink.**
- Provides considerable added graphic value to advertising material, packaging, labels, etc.
- It constitutes an alternative to thermal transfer (hot metallization) and enables wastage of gilding film for box sections to be avoided for example.

Products available

- Ink colour: silver (and gold for offset only).

Substrates

	Offset	UV Offset	UV Flexo	Water based Flexo
Non coated	*	*	*	X
Matt coated	**	***	***	***
Gloss coated	***	***	***	***
Cardboard	***	**	***	***
Synthetics ⁽¹⁾	X	**	**	*
Non absorbent substrates ⁽²⁾	X	**	**	*

*** 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

- The greater the amount of ink deposited, the more intense the mirror effect (up to a certain limit).
- The metallic effect is better on flat surfaces. On irregular substrates, apply a base to smooth the surface.
- Before any overprinting operations (overprinting or varnishing), it is strongly recommended to carry out a test beforehand.
- Any varnishing reduces the metallic effect.
- Maximum storage time: 6 months.