



Foil Stamping Information Sheet

Tips

Foils are available in a variety of metallic, matte pigment, gloss pigment, pastel, pearl, pattern and holographic choices. Holographic foils cost more than metallic foils but their unique light-altering qualities make them well worth the costs when used appropriately.

It is possible to stamp one foil over another foil. Metallic foils are 100% opaque. Pigment, pastel and pearl foils are not so the stock, ink or foil underneath is allowed to show through.

Printing on top of foil is a great idea to give printed images a metallic look.

Foil stamping can be UV coated, film laminated and embossed. In some cases foil stamping and embossing can be done in a single pass.

Properly laying out press sheets can save hundreds to thousands of dollars. Consult with us before finalizing the layout.

Good sharp edges are indicative of quality foil stamping. The smaller the foil image, the more difficult it is to have clean edges. The smoother the substrate, the more brilliant the foil will appear and the cleaner the images will be. Also, metallic foils stamp cleaner than pigmented and pearl foils.

Rules

- Printing inks and coatings must be free of waxes, teflon and silicone. Inks and coatings must be thoroughly dry. Any unknown inks and coatings should be tested for stampability before printing the job. Don't drop-out ink and coating where foil is to be stamped. Any reversed out areas will create a potential registration problem. Remember, metallic foils are 100% opaque and will cover what is underneath.
- Avoid trying to stamp over metallic ink.
- Don't stamp over UV coating. It is recommended that you foil stamp first, then UV coat.
- Most film lamination is stampable, but not all. When a gloss film is specified, foil stamping looks great under the film and is also better protected. Stamping over film is preferred when matte or delustered films are specified.
- No foil images should be positioned closer than 1" to the gripper edge of the sheet. Foil stamped images should be located as close to gripper and guide as possible.
- Larger images with tight registration can be a problem because of die expansion to the heat. There are techniques to help with this situation.

Technologies:

Equipment: Bobst, Thomson and Kluge

Foil Stamping Dies: Copper and brass

(files accepted: .ai, .eps, .dxf, .pdf with vector content)

Specifications:

Sheet Size: 3" x 5" up to 36" x 50"

Stock: up to 60 pt.