

Pearlescent effects in offset printing

Finishing in the inking unit

Application

Pearlescent inks offer special opportunities for the creative design of print jobs. Such inks are particularly used for high-quality brochures, labels and packages.

To date, such pigments have been employed predominantly in gravure, flexo and screen printing. Thanks to new ink production processes, they can now also be used in the inking units of offset presses (see sample prints inside).

The effects achievable with pearlescent inks are many and varied and depend on the pigment. This technical information sheet has been printed using PEARLESCENT Lithowhite. Exceptional effects can be obtained through the many different pigment separations. The effect is dependent also, for example, on the particle size of the pigments used. The matter and smoother the surface of the stock, the better the pigments are able to develop their typical characteristics.

Available colours

Produkt	Order no.
PEARLESCENT Litholilac	21 41 80
PEARLESCENT Lithowhite	21 83 95
PEARLESCENT Lithoblue	22 14 46
PEARLESCENT Lithobronze	22 42 06
PEARLESCENT Lithoyellow	22 42 07
PEARLESCENT Lithored	22 42 26
PEARLESCENT Lithogreen	22 42 27
PEARLESCENT Lithoredgold	22 42 38
PEARLESCENT BI Flair 66 A	22 42 39
PEARLESCENT Lithogreengold	22 81 32

Colour card MK 38 with proofs of the 10 colours is available on request.

If required, further colours for a wide range of different applications or printing processes can be made available at any time.

Processing

Pearlescent effect pigments up to 25 µm in size can be used in conventional offset printing.

Larger pigments cannot be optimally transferred in the inking unit. In offset printing, such pigments are used in special varnishing systems (chambered doctor blade) or in the other above-mentioned printing processes.

A special rubber blanket is recommended for offset printing with PEARLESCENT ink. This is intended to prevent rapid build-up of the pigments on the blanket. Such a rubber blanket is required only for the particular inking unit in which the PEARLESCENT ink is being printed. When printing with halftone image areas, the screen count should be no finer than 34 l/cm. Otherwise there may be problems with





1
PEARLESCENT Lithowhite
on neutral surface/paper white



2
Scale RAPIDA® Intensiv 7080 series



3
PEARLESCENT Lithowhite on
Scale RAPIDA® Intensiv 7080 series

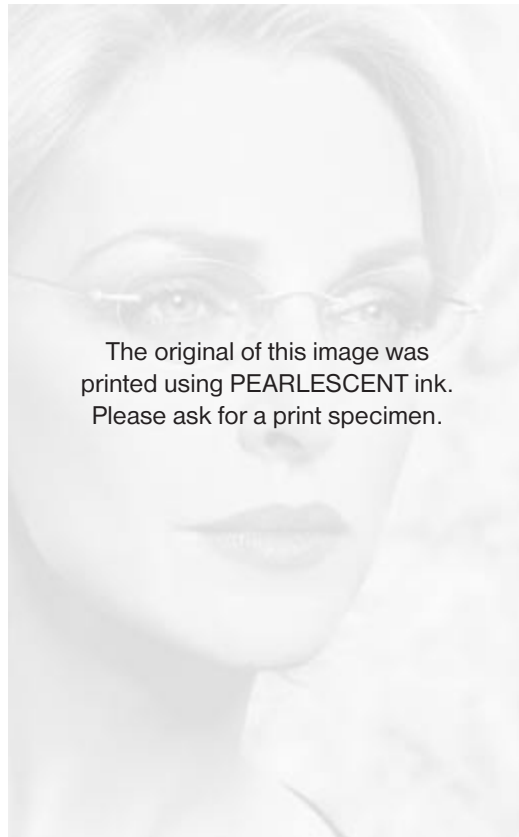


4
Scale RAPIDA® Intensiv 7080 series on
PEARLESCENT Lithowhite



The original of this image was
printed using PEARLESCENT ink.
Please ask for a print specimen.

5
PEARLESCENT Lithowhite on black surface
RAPIDA® Intensiv Black 49 F 7080



The original of this image was
printed using PEARLESCENT ink.
Please ask for a print specimen.

6
PEARLESCENT Lithowhite halftone
on neutral surface/paper white



With this product demonstration of the new PEARLESCENT inks we use a few examples to show you the versatile application of these inks.

There is scarcely any limit to creativity.

PEARLESCENT inks will make your products and graphical representations shine in a new light.



We thank our cooperation partners for their support.

Iriodin-Pearlescent pigments are proprietary products of
Merck KGaA · Frankfurter Strasse 250 · D-64293 Darmstadt

The image material for this product demonstration was kindly made available
to us by
SILHOUETTE International Schmied AG · Ellbognerstrasse 24 · A-4021 Linz



This Technical information was processed and printed by
Estermann Druck GmbH · Weierfing 80 · A-4971 Aurolzmünster



This technical information sheet was printed on
EUROART® matt, 170 g/m² multi-coated art paper

the transfer of the pigment platelets. Depending of the type of press, it has proved advantageous to operate outside the usual standard with regard to inking and inking unit setting.

When using PEARLESCENT inks in the inking unit first time, we advise you to contact our application specialists:

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We would be only too pleased to advise you on the further range of application of PEARLESCENT inks and their technical possibilities.

Labelling

German Hazardous Substances Ordinance (GefStoffV): none

German Flammable Liquids Ordinance (VbF): none

Safety data sheet available on request.

How supplied

1.0-kg vacuum-sealed can

2.5-kg vacuum-sealed can