

# The Advantages of UV Coating

You're almost finished with the design for a client's annual product catalog. It's a gorgeous piece, with several carefully placed images on each page. As you review the layout, you realize that the heavily used catalog will likely need to be coated to give it some durability. Then another thought pops into your head: Those product shots look great, but they'd look even better if they really stood out from the page. Is there a paper coating that can do that while also offering ample protection?



Ultraviolet (UV) coating may be the solution you seek. UV coating can be used to create a high gloss finish that makes colors appear to pop off the page. It's ideal for spot-coating specific areas you'd like to highlight, or it can be placed over the entire sheet as an attractive, cost-effective substitute for film lamination. Popular applications include soft-

and hardcover books; point-of-purchase displays; direct mail pieces; software and other consumer packaging; posters and folding cartons.

## The UV Coating Process

At Eckhart & Company, UV coating is applied using a screening process, which begins with a screen that's coated with an emulsifier and then exposed using a film positive. Any unexposed emulsion is washed away, leaving the image area that will be coated. UV coating is then placed over the image area on the screen press and cured using an ultraviolet lamp. The result is a hard, instantly dry surface that helps protect the sheet.

This process allows us to control the amount of coating that is placed on different areas of the sheet. This is a key advantage over press-applied UV coating, as the level of gloss is proportional to the amount of coating applied to the sheet. Controlling the amount of coating also makes it possible to spot-coat specific areas of the sheet such as individual letters or portions of an image.

## Coating and Finish Options

UV coating is available in both matte and gloss finishes.

There are also many varieties of tinted and textured UV coatings to give your pieces a distinctive appearance. At Eckhart & Company, we can apply UV coating that glows in the dark or contains glitter or sand for texture. We can even perform raised UV coating, which gives substrates a look similar to embossing.

