

PRODUCTION TECHNIQUES 1

Understanding various production techniques and how the design can affect the final outcome of a project is very important to insure the highest quality work at the most efficient cost. This segment is the first of a three-part series that will discuss areas of production where the design of a piece directly impacts cost, quality, and the overall success of the job.

Image Placement

When dealing with multiple passes of hot stamping foil, where the images are placed within the design is extremely important in determining the number of passes it will take to foil stamp the

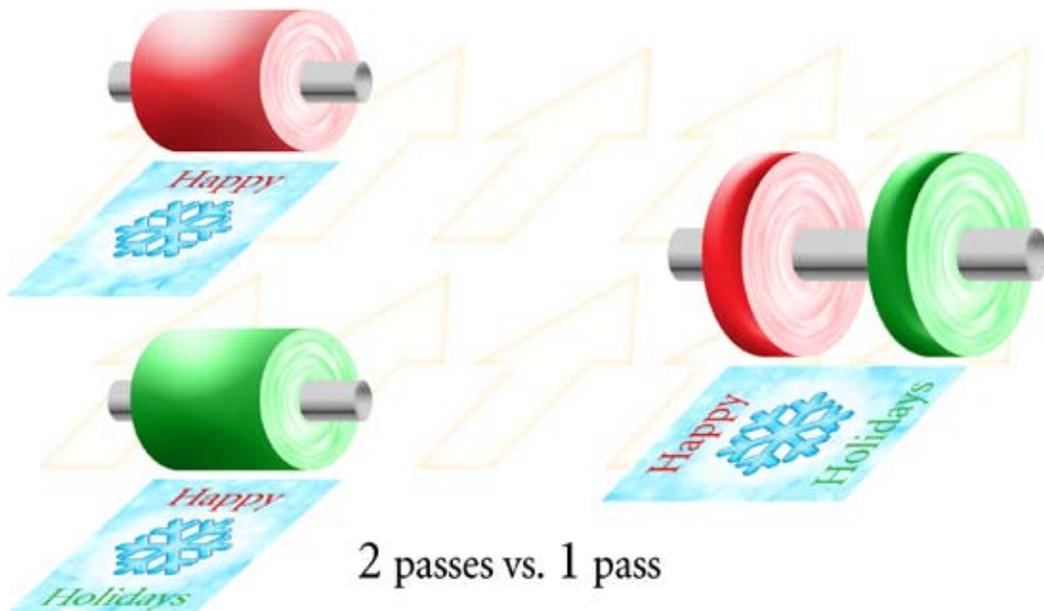
piece on press. This is one area where communication with the foil stamper in the design process could possibly save production time and money. A slight change in the placement of an image may save an entire pass on press.

Many variables come into play when deciding whether or not to run a job with multiple foil pulls:

- Press type
- Direction of feed
- Placement of images to be stamped and/or embossed
- Types of foils specified
- Type of substrate

However, as a general rule, to run multiple webs of foil, you will need at least one inch between images to allow for foil waste and die lock-up. The key here is to discuss your options with your foil stamper while still in the design process.

Also keep in mind that stamping fine-line, intricate images at the same time as ones requiring large, solid coverage can be a challenge, depending on the variables listed above. These types of designs also may require additional passes through the press – even if ample space is allotted between images. Again, communication with your foil stamper is key.



The above illustration demonstrates how making a change in the direction of the sheet can result in both a savings of foil (thinner rolls) as well as create the opportunity for the operator to run both colors of foil in one pass on press. Many times, small adjustments in the layout of the sheet can make a huge difference in running time and cost savings.