

MARKETS

- Bath and Body
- Corporate Identity
- Cosmetics
- Entertainment Media
- Fine Food and Beverage
- Fashion
- Greetings
- Personal Care
- Publishing
- Stationery
- Wine and Spirits

TYPICAL USES

- Bags
- Book Wraps
- Clear Labels
- Collateral
- Folders
- Folding Cartons
- Greeting Cards
- Hang Tags
- Media Wraps
- Presentation Folders
- Print Collateral
- PS Labels
- Rigid Packaging
- Set-up Boxes
- Stickers
- Tobacco Cartons
- Wine Labels

FEATURES

- Fine Details
- Heavy Coverage
- Sharp Clarity
- High Gloss
- High Opacity
- Dimensionality
- Embossability
- Reflective Surface
- Holographic Patterns
- Custom Patterns
- Transparent Patterns
- Wide range of colors
- Clear Foils
- Silk + Gloss Finishes
- Sustainable Choice (see page 14)

Luxurious Brilliance, Unmistakable Quality

Hot foil stamping is the process of applying foil using a heated die. The metal die strikes heat-sensitive foil, pressing it into the substrate, thereby leaving foil only in the area of die contact and binding it to the substrate. Hot stamping produces crisp, durable impressions and provides the highest quality finished product with a subtle hint of dimensionality due to the pressure and heat involved. Because hot foil and foil laminates are vacuum metallized, they offer a level of shine and brilliance that other products cannot. Hot foils offer a high degree of environmental sustainability while also delivering unrivaled reflectivity. The distinctive, recognizable quality of hot foils is frequently leveraged in certain categories to communicate authenticity, tradition, and trustworthiness. Available in brilliant silvers, golds, and colors as well as in stock and custom diffraction patterns.

METALLICS are the most popular choice of foils due to superior opacity and reflectivity. For hot foils, metallics come in a wide variety of colors and finishes.

PIGMENT foils provide deep, solid colors and can be flat or gloss in finish. Flat pigment foils provide a similar effect to that of a thick layer of opaque ink, while gloss pigment foils have more sheen, somewhat like enamel paint.

CLEAR foil imparts an effect similar to a thick varnish and is also available in diffraction patterns.

HOLOGRAPHIC (DIFFRACTION) products change color as they diffract light across the color spectrum in various patterns that create the illusion of a third dimension.

PRODUCTION

PRESS APPLICATION:

- Online: Rotary
- Offline (post-press): Platen

INK COMPATIBILITY:

- Conventional Inks
- UV Inks

SUBSTRATE COMPATIBILITY:

- Coated Paper
- Uncoated Paper
- Shrink Film, Plastic Film
- Heat-Sensitive Material
- Paperboard
- Clear Label, Paper Label, Wet Label

APPLICATION ORDER:

- Layered Hot Foils
- Under/Over Inks
- Under/Over Laminate Coatings
- Under/Over Varnish

PRINTER/CONVERTER BENEFITS

- Available in many formulations to handle most production challenges
- Opacity of metallic foils provides excellent coverage
- Dependable performance
- Excellent turnaround and value

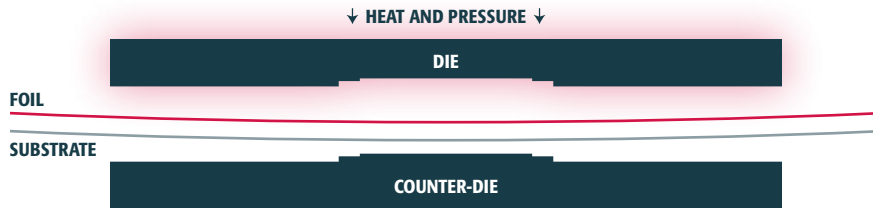
DESIGNER BENEFITS

- Ability to emboss affords a luxurious array of decorative opportunities
- Embossing/debossing and etching capabilities
- Can be applied in a myriad of ways, on almost any substrate
- Can be used with various levels of detail and coverage
- Available in a wide range of colors
- No limitations on the number of patterns/colors per sheet
- No limit on paper size

BRAND OWNER BENEFITS

- Premium quality perception associated with the recognizable look of hot stamping
- Tactile appeal and brilliant gloss finish increase visibility and differentiation
- Mild protective/resistance features
- No need to sacrifice sustainability for shine—hot foil stamped papers and paperboards are brilliant and biodegradable and can be recycled using conventional techniques

COMBINATION STAMPING



In combination stamping, a dimensional heated die binds foil to a substrate while simultaneously forming an impression into (embossing) the substrate.

HOT FOIL ALTERNATIVES

Today there are innovative metallic options to meet almost any brand requirements and production challenges. The following options may be used as substitutes for foil stamping, depending on design objectives, budget, and schedule.

- When complete coverage is desired, a metallic substrate such as foil laminate paper or paperboard may be a good choice. See page 20.
- For high-volume projects such as packaging, cold foil can be applied directly on a printing press. Generally, cold foil is not offered in such a wide range as hot foils, and normally the finish quality is not as brilliant as hot foil. It is also not yet possible to emboss or apply significant structure to cold foil.
- Metallic inks may be used to roughly mimic the effect of foil stamping, however foil stamping is more brilliant and often environmentally preferable. Metallic foils require significantly less energy to produce than metallic inks. In addition, stamping is a dry process, while metallic inks require water wash up on press.

HOT FOIL DESIGN TIPS

- Smoother coated stocks enhance the reflective quality of metallic foils, while uncoated stocks provide a rich contrast.
- Vendors may specify a special foil formulation for porous (uncoated) substrates, such as cotton, vellum, and laid stock, which tend to dull certain foils.
- Many hot foils can be used with overprinting and UV varnishes, but it is best to specify early to ensure that a suitable foil is deployed.
- Hot foils can be overprinted, embossed, and microembossed with delicate overall textures, safety features, and even complex images.
- Metallic foils generally offer superior opacity and therefore are a good choice for dark stocks.
- Depending on layout and coverage, the cost of adding a color with foil can be less expensive than adding an additional color of ink or cold foil.
- To maximize run efficiency with multiple foil colors, allow ample clearance area between colors (discuss run direction with vendor).
- To reduce the size of dies and consequently cost, keep areas to be stamped or embossed somewhat close together.
- Hot foils are suitable for solid areas—not halftones or tints. Cold foils can be screened.
- Variations in overprinted ink opacities and screen values can offer highly variable metallic effects and gloss levels. Holographic patterned hot foil offers additional striking possibilities with overprinting.
- Transparent foils can be used as an alternative to spot varnishing or laminating—this is especially useful on uncoated substrates. The effect can be enhanced with clear holographic patterns.
- Gloss/matte contrast can be achieved by combining hot foils with any of the following: gloss and matte hot and cold foils, gloss and matte coatings, metallic substrates, coated and uncoated substrates.
- Because typefaces generally appear bolder when foiled, it is a good practice to set type more loosely and with extra line spacing.
- ***For more planning and production advice, order “Designed to Shine”***

ITW Hot Foils

The ITW Advantage

ITW Foils is a leader in creating foil formulations that remain true on a variety of substrates. In addition, ITW Foils’ I.KELA brand is among the leading manufacturers of dies for the foil stamping industry. This integration of foils and dies allows us to pre-test how foil formulations work under real-world conditions, ensuring proven quality before they are ever used on your project.

ITW Foils offers custom diffraction patterns and custom colors for the critical color matching required by certain brands.