

Look Metallic Without the Fallout

CONSIDER OUR SIMULATED FOIL STAMPED LABELS

Savvy marketers often select foil-stamped metallics to add pizzazz or elegance to elevate their packaging. However, foiling can come at a high price in the form of an environmental tradeoff, reduced design flexibility, increased label costs, and longer delivery times.

Reduced Materials, Reduced Waste

Alternatively, we deliver the metallic foil aesthetic via Digitally printing directly onto a silver paper material. We eliminate the stamping of foil onto the pre-printed label. This approach reduces environmental impact, provides vibrant graphics, reduces label and set-up costs, and shrinks delivery times.

More Metallic Colors

Conventional foil stamping is typically limited to one or more stamped metallic foil colors. Contrastingly, we achieve a metallic foil aesthetic by printing one or many more colors directly onto a silver foil paper. Dream big, imagine a rainbow or sunset accented by a metallic aesthetic!

Finer Points & Screens

Foil stamping can also be challenged with the need to cleanly and consistently register foiling to printing and die cutting. Graphics requiring the finest of foil stamped detail can present limitations. However, Digitally printed inks provide consistently perfect dot-to-dot alignment, creating exquisite detail and perfect execution of very small graphical elements. Additionally, these metallic colors can be screened to create further graphic element options.

Lower Costs & Delivery Times

Cost reductions and faster delivery are also delivered as plates and dies are eliminated, time and material waste is reduced, and fewer processes are required. Clients often save 20 – 40% and reduce delivery time by a week or more.

Learn More & Get Samples

We invite you to talk to our experts and discuss how you can add some pop to your labels and brand. Give us a call to talk about options, graphic assembly, and acquiring samples for inspiration.

METALLIC ELEMENTS
THROUGHOUT LABEL
ATTRACT ATTENTION

CREATE EMPHASIS BY
SELECTIVELY SHOWING
METALLIC ELEMENTS

ELEMENTS WITH
WHITE UNDERPRINT
WILL APPEAR OPAQUE



DOC#S0002/08.13.12

ColloTYPE digital
A MULTI-COLOR COMPANY

T: (707) 603-1654 | T: (707) 603-1656
T: (707) 603-1655 | F: (707) 226-2186
21684 8TH ST. EAST, STE 700, SONOMA CA
SALES.DIGITAL@COLLOTYPE.COM
WWW.COLLOTYPEDIGITAL.COM



Scan this QR code
now to learn more