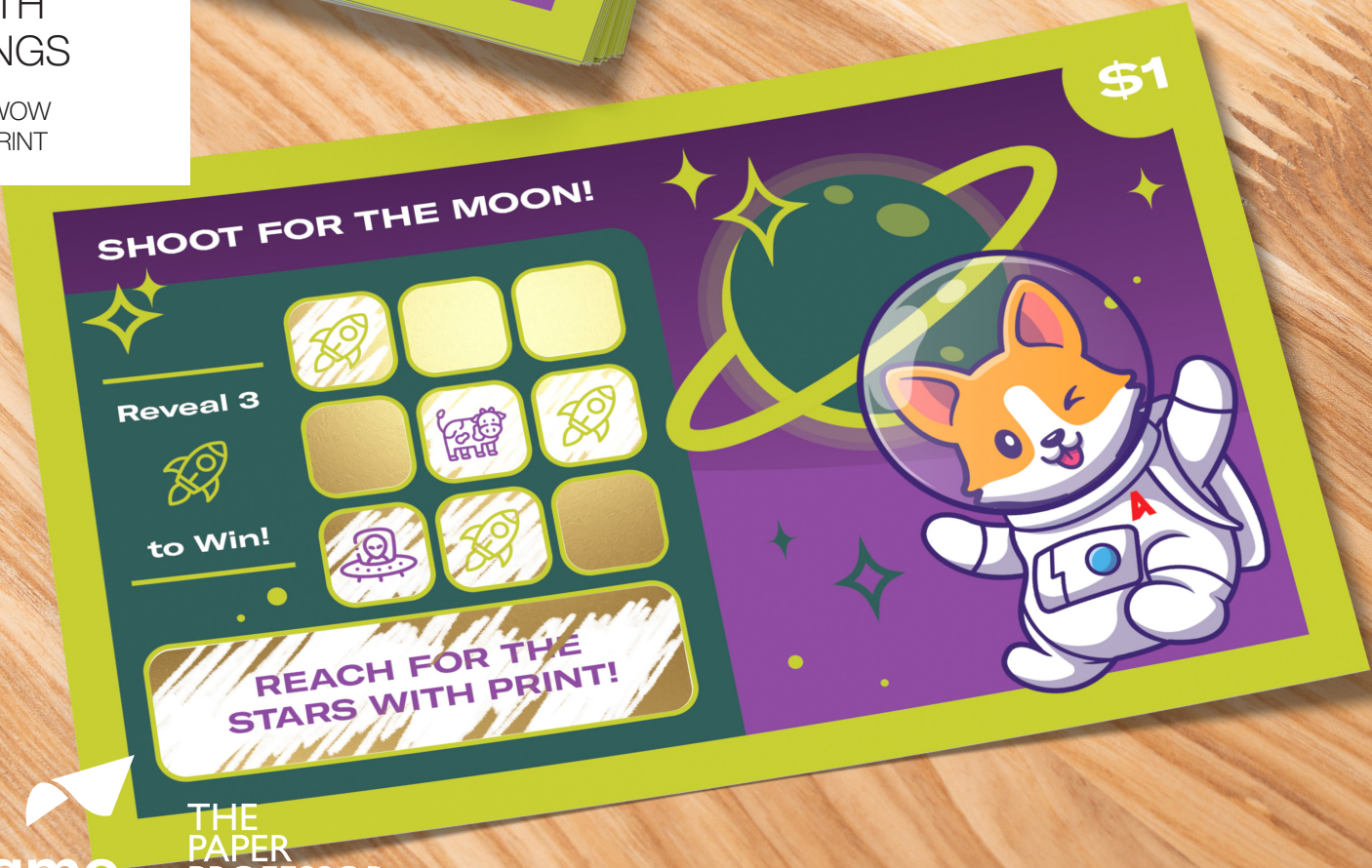




FUN WITH  
FINISHINGS

ADD SOME WOW  
FACTOR IN PRINT



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# DID YOU KNOW?

## 5 FUN FINISHINGS TO GIVE YOUR PRINT A LITTLE PUNCH

In the print industry, finishings are defined as an additional process applied to a substrate after ink has been transferred to a sheet. Finishings are important because, when executed well, they can help to engage your audience and leave a lasting impression — both of which can enhance how well your print performs and generate a healthier ROI on your print marketing spend.

### WHY FOCUS ON FINISHINGS?

Today's print consumer is more savvy than ever before, and the advancements in print technology — the kinds of paper, inks, treatments and presses available for designers to utilize — means your audience has higher expectations about the

look, feel and function of print. The finishings you choose should not only make your print pieces look good, but these finishings should also work in conjunction with the content or messaging of a piece to bring additional value.

### RESOURCES



Accent® Opaque has the versatility to help you incorporate a variety of unique or specialty finishes to increase the value of your print. Check out all the basis weights at [accentopaque.com](https://www.accentopaque.com).

With everything from advanced cutting to coating to foils, here are some ideas for fun finishings to take your print up a notch or two.

#### LASER CUTTING



Whereas die-cutting uses metal plates similar to cookie cutters to create fairly detailed cuts that are ideal for large print runs, laser cutting uses laser technology to create extremely detailed cuts in almost any shape. Laser cutting gives designers more creative freedom, and this kind of cutting is ideal for more intricate, high-value pieces.

#### SCRATCH-OFF FOIL



Scratch-off foil is the kind frequently used on lottery tickets that you scratch away with a penny to find out whether you've won or lost. Scratch-off foil is as easily applied as it is removed and, as you might think, it's ideal for increasing the interactive nature of your print piece.

#### UV GRIT COATING



A textured coating that elevates the sensory experience of print, UV grit coating provides depth and contrast when applied to the sheet. It mimics the feel of sandpaper while still maintaining clean, crisp edges. UV grit coating is more of a specialty coating that can enhance applications like postcards, business cards or event invites.

#### METALLIC FOIL



Also known as metalized foil, metallic foil is one of the more common materials for foil stamping because of its versatility and wealth of creative possibilities. The surface of the foil is comparable to aluminum foil in terms of its appearance, and the sheer variety of available colors make metallic foil a blank canvas for your creativity.

#### BINDING



Yes, the binding of your print project *does* count as a finishing because it involves fastening and securing separate sheets into a collection. There are a variety of binding options that can help your piece stand out, such as metal spiral binding, plastic comb binding and wire-o binding. For a high-end look, go with perfect binding or saddle stitching.