



## ESTATE LABEL® PAPERS PRODUCTION TIPS

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**ESTATE LABEL® Papers** are easy to print on when following these simple tips. It is recommended to pretest all printing procedures prior to press time to ensure the desired results are achieved. Sample sheets are available through authorized Neenah merchants or by contacting our sample department at 800-994-5993.

**Storage/Handling:** Papers need to acclimate to pressroom conditions at least 24 hours before opening. Pressroom humidity should be in a range of 40-55% at 70-75°F. Once open, rewrap unused product.

**Prepress:** As a general rule, imagery should be adjusted in prepress to compensate for the additional 5-15% tone value increase that will occur. The precise amount of undercolor removal is image-specific. Total area coverage should not exceed 320%. When printing on ESTATE LABEL® Pearlized Papers, the total coverage should be kept under the 260% range.

**Ink/Printing:** The use of opaque light inks on dark stocks may require an in-line double pass. Metallic inks work well and deliver successful results. Anticipate a dry-back of 5 to 7 density points. Printing on ESTATE LABEL® Pearlized Papers requires fully oxidizing inks and a drying agent is recommended. Run water at a minimum, with a pH of 5-6 even to the point of scumming. For lower print coverage we recommend ink consumption strips on press. Use a 20/30 micron spray powder for two sided printing and 40/50 micron spray powder for single sided printing. This prevents set-off and allows oxygen to enter the stack. Drying times may be slightly longer. Small lifts (not to exceed 4" in height and may require less pile height depending on ink coverage), and additional drying time are necessary prior to other converting steps. It is normal for a minimal amount of surface coating particles to transfer to the printing blankets. However, they should not impede the print production and are cleaned effectively with typical blanket washing devices. The unique pearlized surface in ESTATE LABEL® Pearlized Papers will be visible through the printed image. Visible pearlized particles, may contrast with heavy dark solid areas. Pretesting is recommended to achieve desired results.

**Varnish:** Low solvent (0-5%) varnish can be used as a surface protector; it will not alter nor enhance the appearance of ESTATE LABEL® Papers. If using ESTATE LABEL Pearlized Papers an off-line fully oxidizing varnish is recommended. It will not enhance the appearance and in some cases may alter the pearlizing effect. Pretesting is recommended to achieve desired results.

**Aqueous Coating:** Aqueous coating can be used as a surface protector; it will not alter nor enhance the appearance of ESTATE LABEL® Papers. Most printers will only use aqueous coating with a special formulation for uncoated papers to avoid possible paper curl. Pretesting is necessary. Aqueous coating may lessen the visual effect for ESTATE LABEL® Pearlized Papers. Pretesting is necessary. Your ink supplier is the best resource.

**Web Offset:** ESTATE LABEL® Papers require no special considerations when printing heat-set web.

**Embossing:** ESTATE LABEL® Text embosses and debosses beautifully. The uniform formation of ESTATE LABEL® Papers lends itself to perfectly registered embossing.



## ESTATE LABEL® PAPERS PRODUCTION TIPS (Continued)

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**Engraving:** Engraving inks need no special treatment. Best results come with a female plate of .064 gauge copper and handcut male counter plate of 24-ply counter board applied with 2,000-4,000 pounds of pressure. Pressure range is dependent upon complexity of copy. Precision when cutting a counter requires less pressure and enhances the image.

**Foil Stamping:** Foil stamping on ESTATE LABEL® Papers yield striking results. We recommend the use of wax-free litho inks when combining offset lithography and foil stamping to ensure the best results and the maximum adhesion of foil to ink. For best results, stamp directly onto ESTATE LABEL® Papers using new foils. When utilizing ESTATE LABEL® Pearlized Papers, foils compatible with non-porous substrates are recommended. Pretest to determine the proper foil, heat conditions, and pressure required for the best results.

**Thermography:** ESTATE LABEL® Papers accept thermography beautifully. No special considerations are needed.

**Digital Printing:** Our Universal Digital Finish is compatible with all digital presses. For more information on digital printing and presses visit: [neenahpaper.com/digital](https://neenahpaper.com/digital)

**Trimming/Die-Cutting:** A sharp blade will ensure a clean cut through the stock; a dull blade could tear the stock.

**Bottling Line:** Please consult your bottling equipment manufacturer or your adhesives provider for adjustments needed to optimize performance on uncoated and pearlized labels.

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**Note:** *These production tips should be used as general guidelines and are not inclusive of all printing and finishing methods. Neenah recommends always pretesting for desired results prior to full production.*