

## **NEENAH PACKAGING - ESTATE LABEL® Papers Production Considerations**

### **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%.

### **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.

### **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.

### **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.

### **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.

### **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.

### **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: [www.neenahpaper.com/digital](http://www.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 labels.