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## ESSE® Paper's Pearlized Colors PRODUCTION TIPS

ESSE PAPER'S PEARLIZED COLORS 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 Paper merchants or by contacting our sample department at 800-994-5993.

**Prepress:** Imagery should be adjusted in prepress to compensate for the additional 5-15% tone value increase that will occur. The precise amount of under color removal is image-specific. Total area coverage should not exceed 320%. However, ink drying of four-color process printing performs best when total area coverage is kept under the 260% range. In general, 150-200 lpi screen ruling is recommended.

**Inks:** The use of fully oxidizing inks is necessary. ESSE Paper's Pearlized Colors have been sealed with a coating and therefore have a totally non-absorbent surface. Your ink supplier is the best resource. Density targets of K-1.3, C-1.15, M-1.15, Y-0.90 are recommended.

**Printing:** Maintain a fountain solution pH balance between 4 and 6 and run water at absolute minimal levels, even to the point of ink scumming. For lower print coverage we recommend ink consumption strips on press. Large particle spray powder, small lifts (not to exceed 4" in height and may require less pile height depending on the amount of 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 with print production and are cleaned effectively with typical blanket washing devices. The use of infrared heating on press may retard ink-drying, however UV PRINTING and HEAT SET WEB PRINTING present no issues.

**Varnish:** When printing on Esse Pearlized and if the printed piece requires a varnish, an off line fully oxidizing varnish is recommended. It will not enhance the appearance of Esse Pearlized and in some cases it may alter the pearlizing effect. Pretesting is recommended to achieve desired results.

**Aqueous Coating:** Aqueous coating is the preferred method of a surface protector (versus varnish) for Esse Pearlized: however it can tend to lessen the special effects of the pearlizing. Most printers will only use aqueous coating on heavier weight stocks and only with a special formulation for uncoated papers to avoid possible paper curl. Pretesting is necessary.

**Folding/Scoring:** Use a rounded channel score. A minimum width of 2.5 times the caliper of the stock to be scored is recommended. Because of the natural characteristics of ESSE Texture, cracking or lifting of the fibers will occur when scoring and folding. Please note that as the basis weight increases so will the cracking or lifting of the fibers. Avoid printing on the fold, particularly solid ink coverage on the felt (top) side of the sheet as this will visually highlight the cracking of the fibers. If ink coverage on the fold is necessary, printing on the wire (bottom) side of the sheet is recommended. The texture is not as pronounced on this side and therefore cracking will be eliminated.

**Foil Stamping:** Foils compatible with non-porous substrates are recommended. Pretest to determine the proper foil, heat conditions and pressure required for best results.

**Laser/Ink Jet:** ESSE Paper's Pearlized Colors are suitable for laser and monochrome ink jet printing. However, consideration should be given to equipment paper weight restrictions and pretesting for optimal print results is recommended.

**Trimming:** Use a sharp knife with minimum clamp pressure. To achieve a clean edge, back trimming is important. Wipe the newly cut edge with a clean, lint-free cloth.

**Binding:** ESSE Paper's Pearlized Colors are suitable for all standard binding processes. Binding should be parallel to the grain direction.