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## Brand Production Considerations (Continued)

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### **REEF® Papers**

fine sand.

#### **INK / PRINTING**

Keep paper wrapped in original moisture proof barrier paper a minimum of 24 hours prior to processing and slightly longer during cold weather. Paper should be allowed to acclimate to pressroom conditions of 70-75°F, with a range of 45-55% relative humidity.

**It is recommended to run in short lifts and stack no higher than 4" after printing. A smaller sheet size of 20" x 26" may be preferable.**

**UV printing** is preferable.

**Traditional offset printing** requires fully oxidizing inks and a drying agent is recommended. Run water at a minimum with a pH of 5-6. Use a 20/30 micron spray powder for two sided printing and 40/50 micron spray powder for single sided printing. This helps prevent set-off and allows oxygen to enter the stack. Spray nozzles should be tested to ensure even coverage. Drying times may be slightly longer. For heavy ink coverage, wait 24 hours between press runs.

#### **FOIL STAMPING**

When foil stamping, remove any excess foil dust and particles. Slip sheeting the final pieces at every stage is recommended.

#### **VARNISH**

Varnish can be used as a surface protector, and in some cases it may alter the appearance. Pretesting is recommended.

#### **AQUEOUS COATING**

Aqueous coating may alter the effect of the REEF® appearance. Pretesting is recommended.

#### **DIGITAL PRINTING**

REEF® is not recommended for digital printing.

#### **BINDING**

Loose shrink wrap when required, is recommended. Pretest binding glues.

**See General Production Considerations for more information.**