



Technical information about cold foil transfer

File delivery:

We require halftone data. The data for the cold foil should be set up as if it were a spot colour that pre-prints. The colour must be set to overprint.

Process:

After the application of an adhesive, the cold foil is transferred onto the printing material via roller. In the subsequent colour stations, process colours overprint onto the foil which allows the creation an unlimited range of metallic colours.

Technical specialities:

The cold foil dims tonal brightness by about 40%, depending upon the incidence of light. Its reflectional characteristics also mean that it reduces the maximum colour density; therefore blackened images or parts thereof, should knock out from the cold foil area. Cold foil obtains its metallic shine from overprinting. When used simply as a foil, it does not produce a result that is comparable to glossy stamping foils. When left unprinted and depending on the incidence of light, it can appear as a grey tone (equivalent to approx. 40% black).

Suitability of artwork:

Fine lines, structures, hatching and even halftones (up to 24 L/cm (60 lpi)) are suitable for overprinting onto cold foil. However, the line/stroke width should not be less than 0.5 pt. Font sizes up to 6 pt can be used with cold foil.

Material:

The degree of shine caused by the metallisation depends on the paper surface. On high-gloss paper, the metallisation will also be reflected; matte paper causes distorted, matte and porous surfaces. All natural and structured paper types are unsuitable. If the final effect of the paper is to be matte, then it would be better to use high-gloss paper and then partially coat it with matte printing varnish.

Combinations:

Cold foil can be combined with other finishes. We would be happy to advise you about the possible combinations.

Tips:

The general level of contrast decreases substantially in the cold foil/metal effect areas. Parts of an image which overprint in these areas should therefore have their colour saturation increased and the "greying" effect of the metallisation (around 40%) should be taken into account. Really bright image highlights should knock-out as well as very dark or black areas of the image. We are happy to provide our support in the planning phase to help you achieve an optimum printing result. Press proofs are strongly recommended.

All technical specifications relate to internal, in-house manufacture. Should you have any further questions that have not been covered here or that need to be covered in greater detail, please get in touch with us.