



# Digital Embellishment Label Samples

# DigiJet for High End Digital Embellishments

- Add value and customer engagement to products with
- variable foiling and varnishing on every label.

# Foiling and Varnishing with No Tooling

## Capabilities

Cold foil

Varnish

High-build varnish for tactile effect

High build foil doming

Cast and Cure

## Benefits

Use any image as a source

Highly detailed printing

No tooling required

Images can be variable

Variable layers – varnish/foil

# What's in the pack?

Six Label Designs covering a range of markets:

Oriental Bliss Organic Shampoo

Eviva Sparkling Water

DM Clear Honey

Beauty Fresh

Best Brewing Co. Whiskey

Joe's Strawberry Conserve

Menu Card with break down of materials and finish used on each design

A honey label sample was created in part because within the high end honey market there is a demand for distinctive labels and also because it gave us the chance to show the foil doming effect, using it to make it look like the honey is dripping down the label.

Another key feature is the mix of fine detailed foiling alongside bold foiling. This was all created in one pass without any tooling.

Material: Semi Gloss Paper  
Finish: Matt PR AS Varnish  
Printed on HP Indigo 6900



- > Artwork file for foiled areas



# Best Brewing Whiskey Company

With an eye on the spirits industry we created a whiskey label to show off one of the key benefits to digital foiling.

The ability to foil variable information meant we could make give every label a unique foiled bottle number. This is a game changer and simply not possible with conventional finishing.

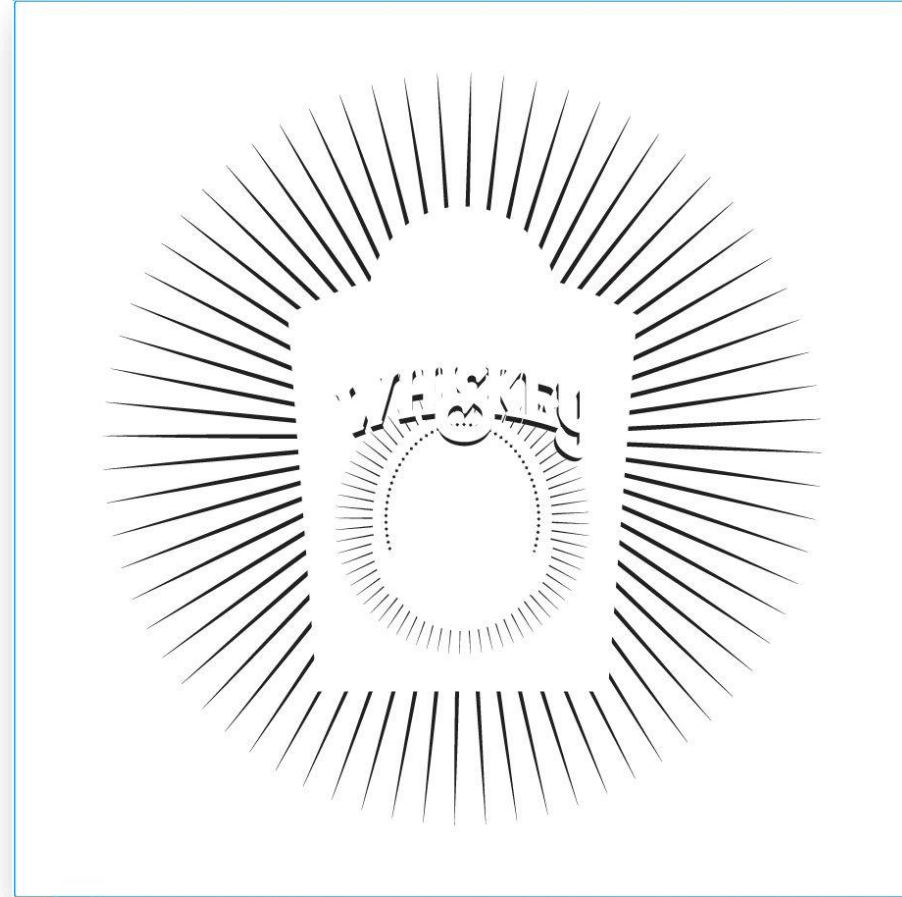
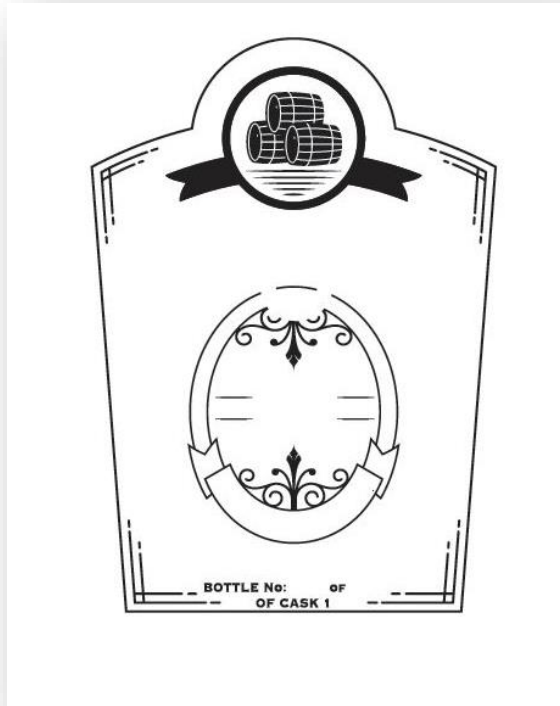
While being appealing to the consumer this also creates additional security against counterfeiting.

Material: Matt Silver Litho  
Finish: Matt PP  
Printed on HP Indigo 6900



# Best Brewing Whiskey Company

- Artwork files for foiled and varnished areas





# Joe's Strawberry Conserve

These strawberry jam labels show off the digital embellishment capability of multi-layered varnish in one pass.

Two levels of high build varnish can clearly be seen in the groups of strawberries on both the front and back labels. The centre strawberry on both has a clearly defined extra height.

In addition a very low build blind varnish of strawberries on the back label that compliments the same pattern printed on the front label.

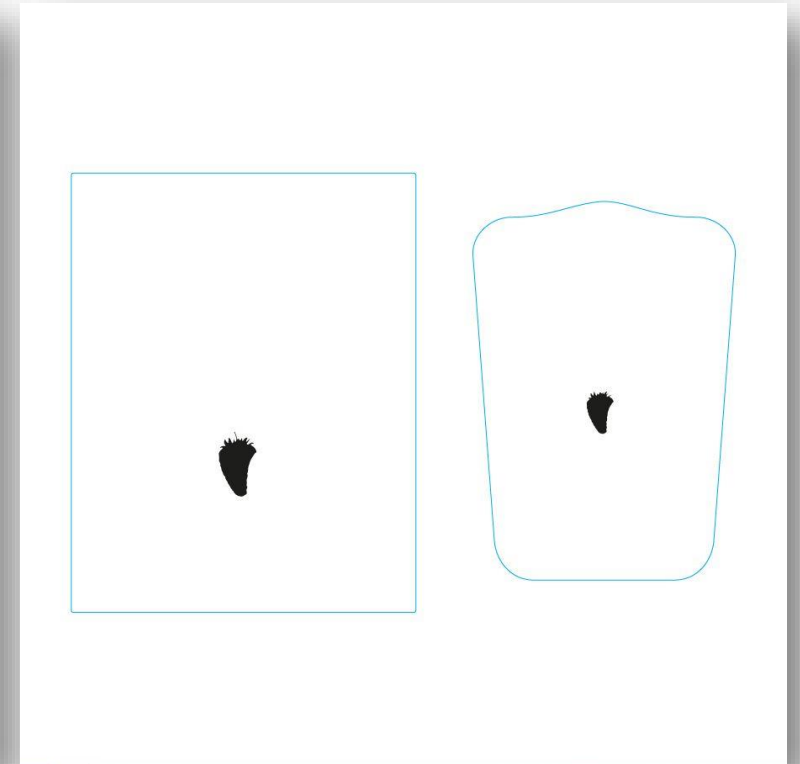
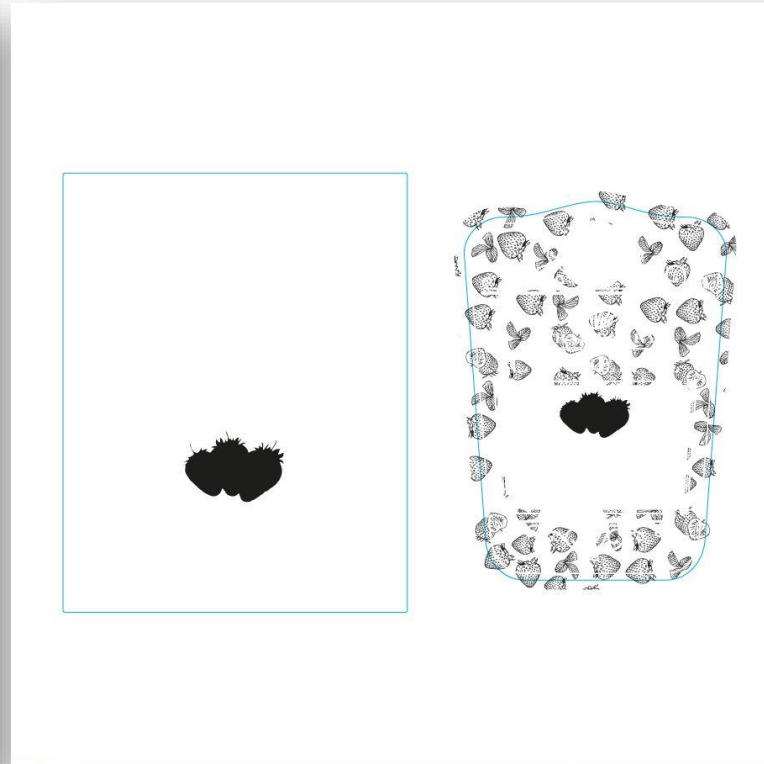
All this was completed in one pass with no tooling.

Material: Matt Silver Litho  
Printed on HP Indigo 6900



# Joe's Strawberry Conserve

➤ Artwork files – varnished areas



# Eviva Alpine Sparkling Mineral Water

This clear on clear label for a sparkling mineral water was created to show how the JetFx can produce bold, raised clear areas within an opaque design.

In addition, the use of cast and cure foil on the waves makes the water sparkle.

Stunning effects could be created on clear on clear using high build foil, (fine detailed and bold) for premium spirits or perfumes.

Material: Gloss Clear on Clear PP  
Printed on Truepress L350UV  
Finish Matt PR Varnish



# Eviva Alpine Sparkling Mineral Water

➤ Artwork files – varnished areas



Using a selection of the same designs but with variable patterns (the birds and butterflies are in different places) these label samples show how JetFx can be used to add raised spot varnish in different places (water droplets), along with raised foil and variable foiling all in one pass with no tooling.

Every single one of the sample labels produced of this design has its own unique name of scent foiled on the front. If you have a database of variable data you want foiled – names / numbers then the JetFx is the perfect solution.

Material: Gloss White PE  
Finish: Soft touch PP  
Printed on HP Indigo 6900



- Artwork files –foil and varnished areas



# Oriental Bliss Organic Shampoo

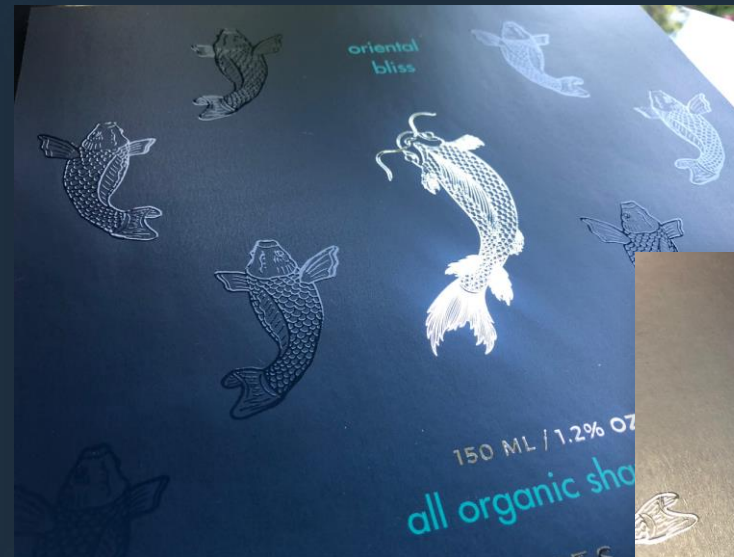
Within each sample pack should be at least two versions of this design.

Multiple versions of this design were created but all were finished in one pass using the JetFx. There are variations in the high build varnish swimming fish in the background – different sizes and patterns while the central silver raised foil Koi carp changes direction with a swish of the tail.

While focussing on the silver Koi carp you can see that within the design the raised foil is both extremely detailed in some areas and bold in others. Not always possible or easy with conventional hot foiling.

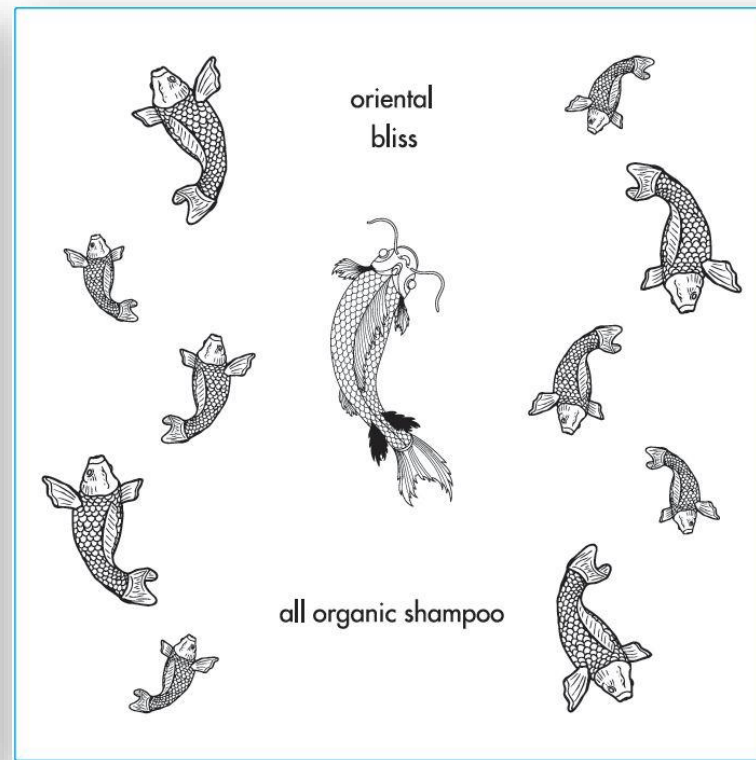
The Digijet is ideal for embellishing multi-SKU products.

Material: Gloss White PE  
Finish: Soft touch PP  
Printed on HP Indigo 6900



# Oriental Bliss Organic Shampoo

> Artwork files –foil and varnished areas





# What else can it do?

Special effect laminate looks

Continuous runs

Holographic designs

Tactile

# Where is Digijet an advantage?

- Short to medium runs : Seasonal variations, rebranding, start ups
- Multiple SKUs
- Security / counterfeit protection : Spirits, high end cosmetics, wine, olive oil



# DigiJet Varnish Background Effects

## Why a varnish background effect?

Since the installation of the DigiJet we've had a number of enquiries about the kind of the materials that can and can't be used, often relating to textured wine materials.

While continuing to test and trial different substrates we have also created label samples that give the effect of textured materials.

Our new pack includes labels for wine, craft beer and cosmetics products with the focus solely on the background texture effects using digital varnishing.

# What's in the pack?

There are five designs and a menu insert.

- Modern Wine
- Traditional Wine
- Craft Beer
- Cosmetic Natural Collection
- Silver Botanical



Most designs have 2 versions – gloss and matt varnish

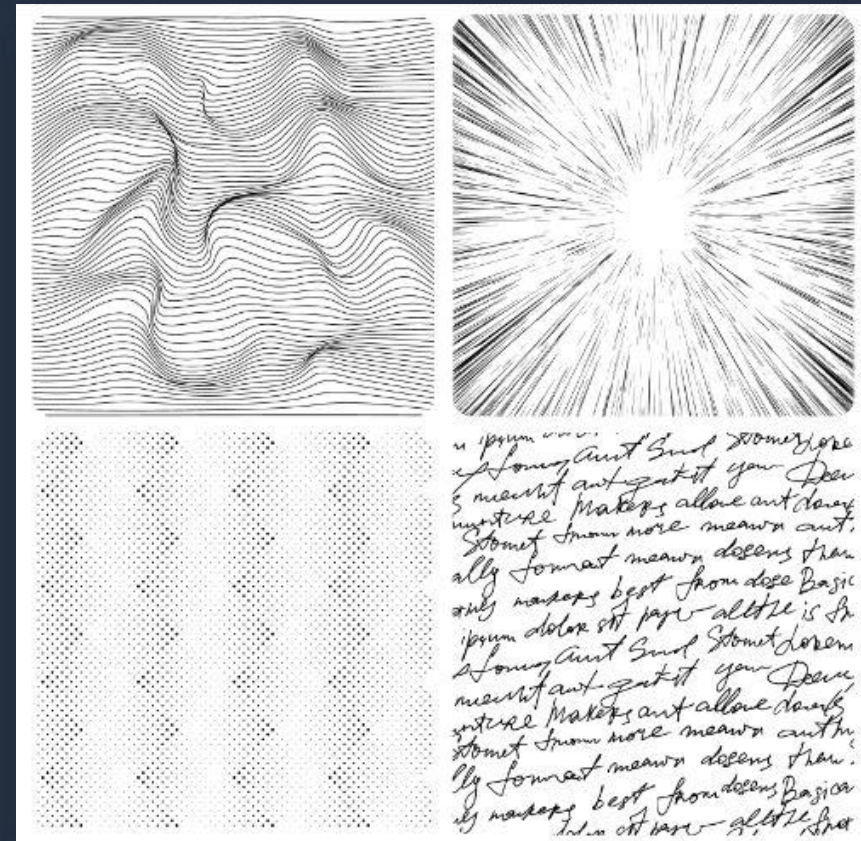


# Key Messages

- The background varnish effect can be any design or pattern. It's just another artwork layer that we will convert to a greyscale TIFF file.
- It can cover the whole label or just specific areas of the design and be used in conjunction with other effects.
- It can be extremely subtle with a very low build or it can be laid down heavier for a more embossed effect.
- By hitting the varnish with a matt laminate during finishing the varnish can appear matt instead of gloss.
- Consider these designs as just a starting point, When there's no tooling costs involved, short runs of different designs are a good option to test the market and manage stock.

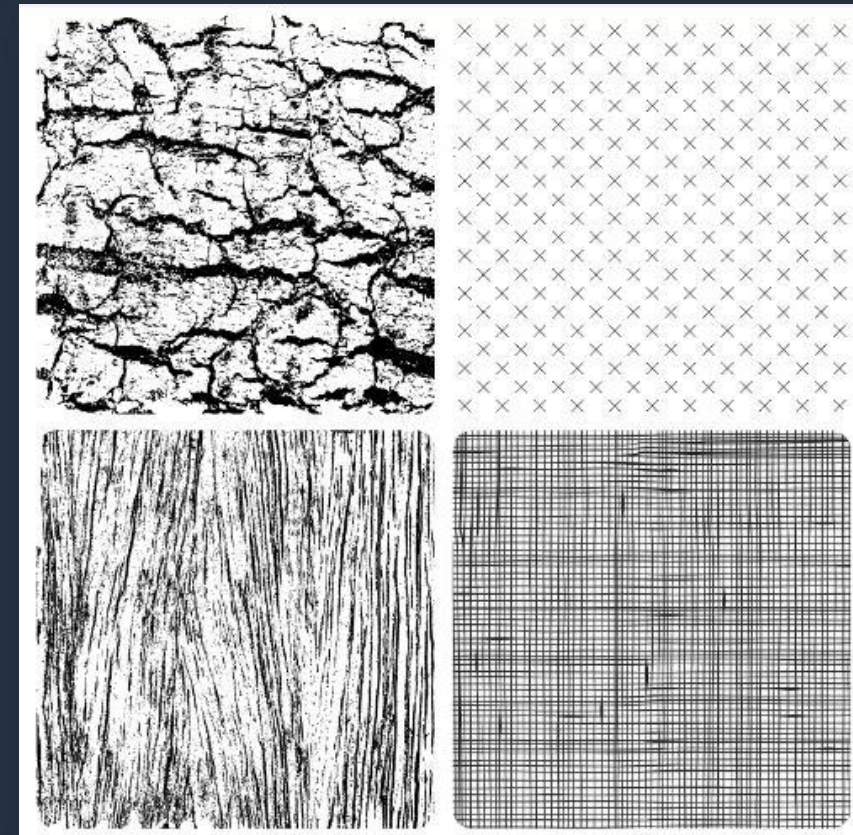
## Artwork file – Modern Wine

Each label on the sheet has a different varnish pattern. The image on the right is the TIFF file used to create the varnish layer.



# Artwork file – Traditional Wine

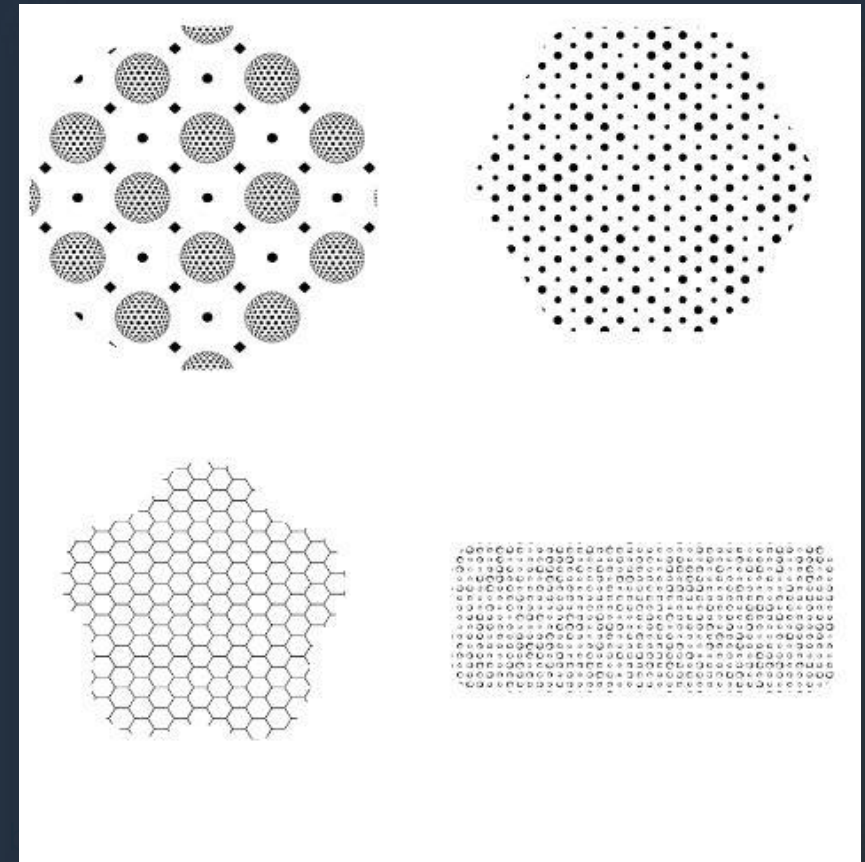
Each label on the sheet has a different varnish pattern. The image on the right is the TIFF file used to create the varnish layer. Wine labels are very often produced on a textured material to give a premium look. With the DigiJet they could have their own bespoke design as a background – a unique “material” just for their brand.





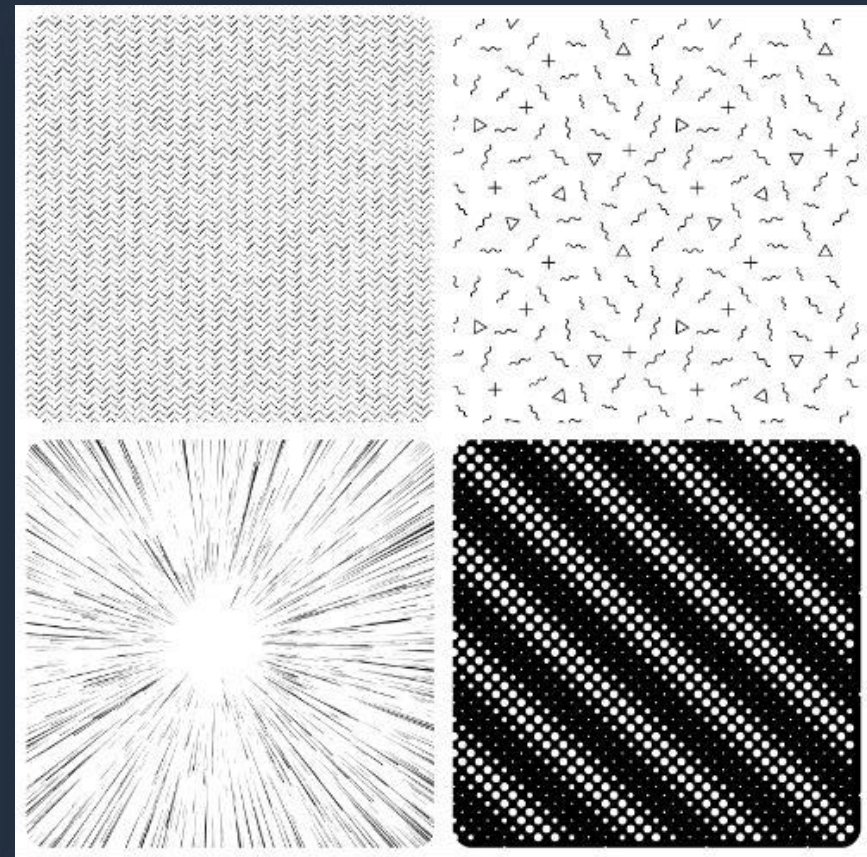
# Artwork file – Cosmetic Natural Collection

Each label on the sheet has a different varnish pattern. The image on the right is the TIFF file used to create the varnish layer. The idea with this design was to show that a background varnish can just be in specific areas and not covering the whole label. The consistent fine detail of this varnish should be noted.



# Artwork file – Craft Beer

Each label on the sheet has a different varnish pattern. The image on the right is the TIFF file used to create the varnish layer. The labels have a premium feel to them using the varnish patterns. Creating a bespoke pattern for their brand that includes their logo could be very special.



# Artwork file – Silver Botanical

Each label on the sheet has a different varnish pattern. The image on the right is the TIFF file used to create the varnish layer. This varnish was laid down more heavily, producing a more embossed look to the materials and design.



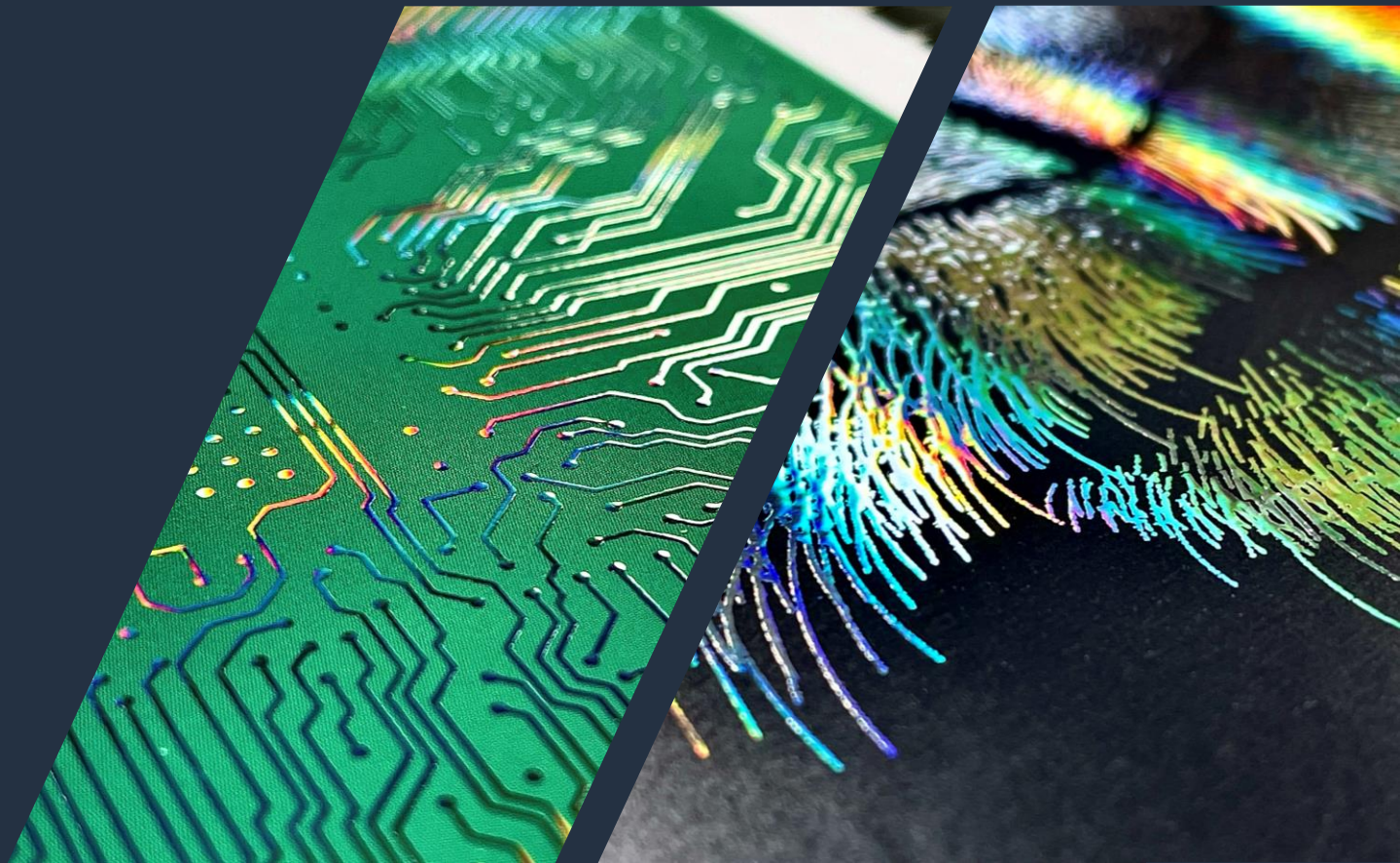


# DigiJet Promotional Fold Out



## It's a show-stopper right?

This is purely for showing off. We wanted to create something a little special to showcase as many of the DigiJet capabilities as possible in one single pass. For variation we've produced them using 3 different foils – gold, silver and holographic shimmer.



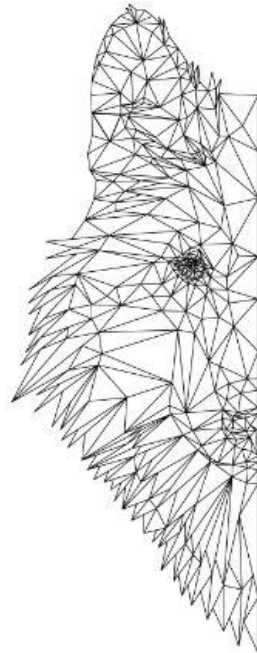
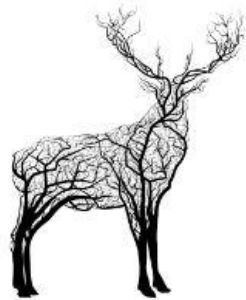
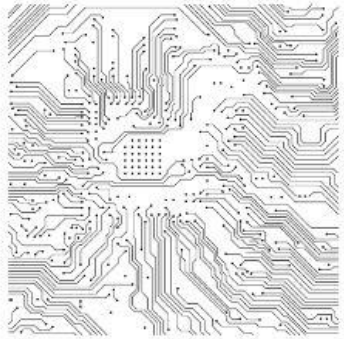
# Print only

Printed on an HP Indigo 6900  
Material: Gloss white vinyl with matt clear pp overlam.

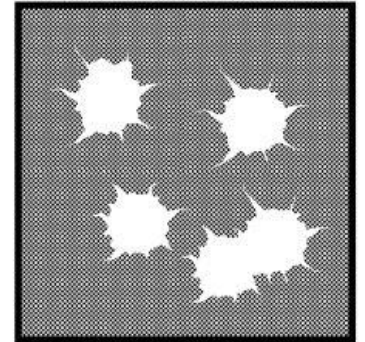


# Foil areas

Foil TIFF file image

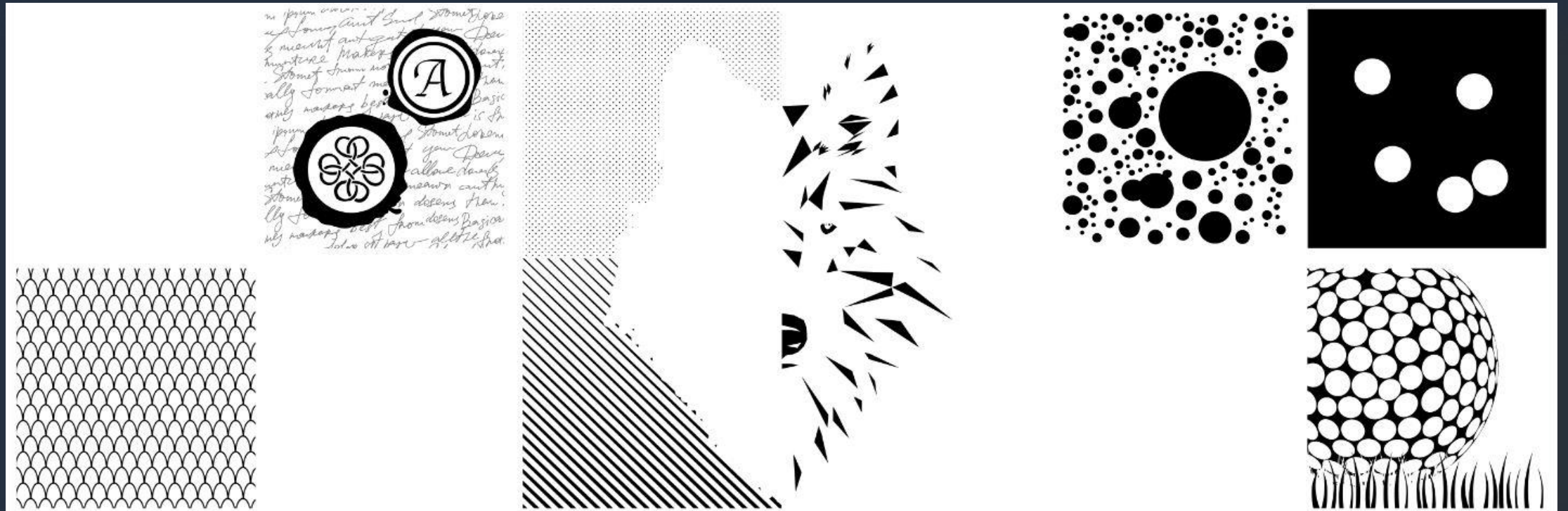


*Varnished and  
foiled in one pass  
with no tooling.*



# Varnish areas

Varnish TIFF File image

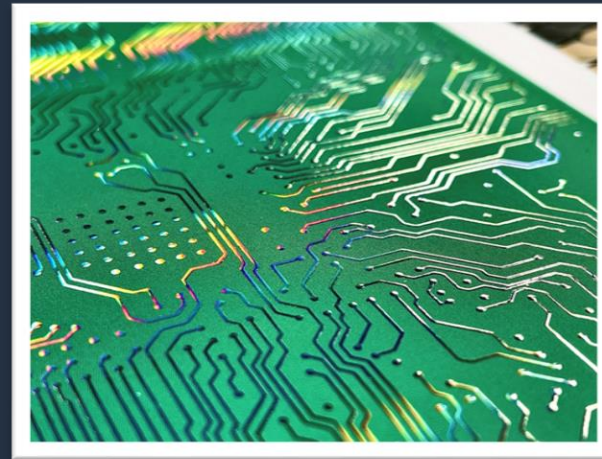




# Some of the Detail



The centre piece needed to WOW. Notice the consistently fine detailed dotted pattern, perfectly even raised varnish lines and triangles balancing with the geometrically sharp foiling.



This electric circuit board really promotes the fine detailing possibilities with foil, as well as the consistency of the size of the dots



We created a snakeskin effect but while creating this job we had leather and elephant skin options that we could have done instead. Using varnish to produce a textured finish has endless opportunities.



High build varnish to suggest an embossed waxy effect. This would look great with wine label designs

# Holographic Serial numbering

Applied to the outside of the fold out is a silver label with a holographic effect serial number. Every single one has a unique number foiled with a holographic shimmer. Incorporating variable data into the foiling is unique to digital embellishments.



This works best with a minimum font size of 10pts.