

## TUTORIAL - SA WINE LABEL WITH RELIEF VARNISH EFFECT



**USP:** Self-adhesive wine labels in narrow web offset printing on uncoated substrate with hot embossing in gold and the SENOSCREEN® UV RELIEF GLOSS LACQUER FOR UNCOATED PAPER 82R 3811.

**Machine requirements:** 5-color narrow web offset press with UV option, at least one hot stamping module and at least one modular rotary screen printing unit.

**Project description:** In order to demonstrate the possible applications of the SENOSCREEN® UV RELIEF GLOSS LACQUER FOR UNCOATED PAPER 82R 3811 in combination with uncoated self-adhesive label substrates and a metalized hot transfer application in narrow web offset printing, an self-adhesive wine label is produced together with CCL at the Trittenheim plant.



The aim of this sample production is to create a strong visual as well as tactile contrast through the targeted interaction of the natural substrate surface, the hot embossing and the tactile relief coating.

A red wine label was agreed as the theme. A fictitious brand is to be created for all currently planned print samples. This will make it possible to create print samples that are close to the market without infringing on trademark rights or making the design and finishing processes more difficult due to the coordination process with brand manufacturers.

The brand name TERRET is chosen as the name for this fictitious brand after appropriate research into existing trademark rights.

TERRET is a typical and historically grown grape variety, which is not often used anymore due to the complex and difficult cultivation of this grape variety. Since this grape variety can be cultivated as both a white and a red wine grape, the fictitious brand name lends itself well to the two planned wine labels.

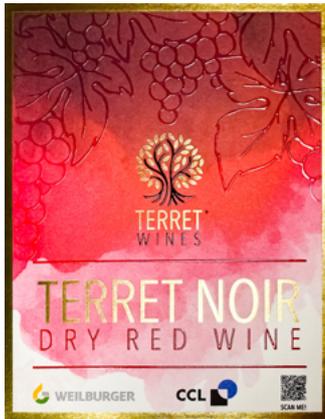
**Technical design requirements:** All effect forms must be designed as pure line forms without halftones with clear edges. This applies both to the hot transfer application and to the coating and screen printing forms.

The relief varnish form is to be deliberately used both as a blind relief varnish form on the background and to highlight other design elements in the typography as well as in the logo.

The shape and size chosen for the label is a rectangular format of 105 x 135 mm, which is common for wine labels. A suitable cutting die is already available.

**Graphic design requirements:** The 4C Euroscale range is selected as the color space. In addition, the Weilburger gray is used as a Pantone Cool Gray 7C special color to avoid a disturbing screen in the gray tone, since achromatic screens in the black in particular quickly have a disturbing effect in the final print image. A somewhat darker design was deliberately selected as the print image for this production in order to show off the relief coating to its best advantage and optimally represent the red wine theme.

**Notes:** As with all extensive print productions, clear project planning and coordination of all parameters with all companies involved in the production chain is essential. Materials and process steps must be defined and tailored to one another in advance.


**Realization:**


Based on the label size specified by an existing die-cutting die, a background matching the theme is first designed. It must be taken into account that a second wine label is to be produced on a coated substrate and that both labels should have a similar and coherent design. The wine label to be designed here is to depict the theme of red wine, while the second label is to depict the theme of white wine.

As possible color harmonies for the design, red colors that go into Bordeaux are used here. A slightly pasty background, reminiscent of gouache painting, is created in Illustrator. The colors used are primarily red and black as shading. A muted red is also chosen as the color for the lettering, while the trunk and branches of the vine logo are designed in black for the greatest possible contrast.

Since the finishing motifs of both labels are also to form a final unit, a line drawing is created from the grape/vine area. In the case of this label, this is then applied as a contour on the background as a blind relief coating application.

All black elements of the logo and brand name, as well as all design elements in red, are also integrated into the relief varnish form. The product name and brand name are then applied in the special color form for matte, metallized hot stamping in gold. In addition, the leaves of the logo and a surrounding frame in the bleed are incorporated into the hot stamping die.

**Products used:**


The use of UV inks means that no protective coating is required for this print job, which preserves the natural feel of the substrate and provides a nice contrast to the hot stamping and glossy relief coating elements.

All data is then exported in PDF/X4 format and the open data is collected for transfer to the print shop. The ISO Uncoated Color Intent is selected as the output profile in consultation with the print shop.

**Screen (rotative):**

SENOSCREEN® UV RELIEF GLOSS LACQUER FOR UNCOATED PAPER 82R 3811  
Gallus Screeny Tactil DY, mesh count 100, open screen area 36 %, mesh size 165 µm.

**Production partners:**

**Machine:**

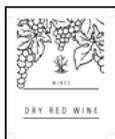
Nilpeter MO4 with offset/flexo units (interchangeable) plus two rotary screen printing units and two units for hot stamping.

**Offset Plates:**

FUJIFILM Superia LH-PL, CMYK + Pantone Cool Gray 7C


**Substrate:**

Fasson Rustique Blanc/S2030/BG45WH Permanent

**Print sequence:**


**SW1:**  
SENOSCREEN®  
UV RELIEF GLOSS  
LACQUER FOR  
UNCOATED PAPER  
82R 3811



**HF1:**  
KURZ RTV  
Gold 420 matt



**DW5:**  
Pantone  
Cool Gray 7C



**DW4:**  
Yellow



**DW3:**  
Magenta



**DW2:**  
Cyan



**DW1:**  
Black