Tactile effects can be achieved on a wide range of packaging structures using special lacquers, but not all substrates and applications are equally suitable for use in combination with these special lacquers. Siegwerk’s experts can provide detailed advice and in-depth solutions on this topic to enable packaging print shops to give their customers the best options for a successful product showcase.

Ink always adds color! However you can appeal to other senses – by using the right lacquer you can, for example, get a potato chips pouch made of a film to look like a rustling paper pouch, which conveys a more environmentally compatible, more natural or sustainable impression – and therefore automatically enhances the product. Siegwerk enables customers and manufacturers of branded products to benefit from this artifice.

But it’s not only branded products manufacturers that are on the lookout for new opportunities to increase brand awareness of their products at the Point of Sale, so too are retailers. Here too tactile lacquers can do more than just provide visual enhancement. In sensory perception terms they can match the packaging to the content and thus generate a keen sense of anticipation. When your fingers touch a bottle label that feels like sand straight from the beach and the bottle contains an exotic cocktail, that’s when the bigger picture adds up. The hands corroborate what the eyes perceive and the potential buyer obtains a harmonious and therefore appealing impression, which stimulates their imagination.

Such promotional activities can be factored into the redesign of packaging or into new projects. Siegwerk helps customers and brand owners to make packaging come alive both visually and tangibly. There are plenty of tactile effect applications: for instance if we take cosmetics, manufacturers value the association with softness, which for example is stimulated by the velvety feel of soft-touch lacquer. This lacquer is not only particularly suitable for exclusive but also for everyday products, which can be associated with a pleasant sensation on the skin. Rubbery lacquers can for example be practical when used in conjunction with folding carton boxes – they can increase the grip of the product and therefore provide an additional benefit.

FEELGOOD LAQUERS

You normally associate an ink supplier with standard printing inks and lacquers. Siegwerk’s portfolio however also includes special effect lacquers and inks – visual effects, such as matt and glossy surfaces, pearlescent, silver or gold, are designed to attract potential consumers to products in-store. If, however, they then pick the product up, it all depends on how the packaging “feels to the first touch”. This is where tactile lacquers show their strengths.

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**BENEFITS AT A GLANCE:**
- Enhance content using visual and tactile effects
- Highlight the properties of a product
- Add extra functionality
- Arouse a sense of anticipation
- Support decision-making at Point of Sale
SYSTEMATIC INTRODUCTION OF NEW RAW MATERIALS

Siegwerk is familiar with the legal foundations and with the requirements of brand owners as far as the introduction of new raw materials for packaging inks is concerned.

Any company that manufactures premium products or produces premium foods attaches importance to appealing and above all safe packaging, because product safety has become a priority during the last few years. Siegwerk knows the global legal and regulatory foundations on the one hand and the specific requirements of customers and brand owners on the other. This know-how is based on close global cooperation with companies, such as Nestlé, on all relevant product safety issues.

Siegwerk’s raw material introduction process warrants a careful selection of all raw materials used. The stringent criteria applied in our raw material introduction process therefore guarantee the safety of our products. Siegwerk’s raw material introduction process is implemented globally, although raw material approvals are issued centrally by our Global HSE + Sustainability product safety department.

This raw material introduction process excludes the adoption of unwanted substances from the outset, which are e.g. carcinogenic, mutagenic, reprotoxic or toxic. Criteria for the approval of raw materials are among others compliance with defined purity standards, comprehensive knowledge of the raw material’s chemical composition and possible impurities as well as adherence to national chemical registers.

It is formulating chemists working in R&D that benefit above all from this work. Based on a traffic-light system – the ‘Global Formulation Guideline’ – Siegwerk makes recommendations about certain raw materials to colleagues around the world, who are ultimately responsible for developing printing inks. This ensures that our packaging inks only include raw materials that have been thoroughly checked beforehand.

These processes guarantee the safety of our printing inks and enable the customer to manufacture a finished product that meets the legal requirements.

RAW MATERIALS INTRODUCTION PROCESS

1 SAMPLE REQUEST  2 LAB TESTS  3 GLOBAL HSE APPROVAL  4 BUSINESS APPROVAL  5 NEW RAW MATERIAL  DEVELOPMENT OF PRINTING INKS
SOLVING PROBLEMS PART 3: BLOCKING

If ink sticks to the reverse side of any film, this can lead to damage when the printed roll of material is unwound. This blocking can have various different causes. If for instance ink adhesion has been enhanced to deliver optimum anti-friction properties, that can reinforce this blocking propensity. Therefore it is all the more important to control other variables to avoid blocking.

FLEXO AND GRAVURE PRINTING: CAUSES AND REMEDIES

<table>
<thead>
<tr>
<th>CAUSES</th>
<th>REMEDIES</th>
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<tbody>
<tr>
<td>There is too much retarder in the ink.</td>
<td>Use faster-drying ink.</td>
</tr>
<tr>
<td>The temperature of the film on the winding facility is too high.</td>
<td>Lower the temperature of the dryer and check whether the cooling roller is working.</td>
</tr>
<tr>
<td>Film pre-treatment quality standard is too low.</td>
<td>Check pre-treatment and age of films. Use the inline corona treatment method.</td>
</tr>
<tr>
<td>Ink dries too slowly.</td>
<td>Increase dryer output. Use a faster-drying solvent. Decrease print speed.</td>
</tr>
<tr>
<td>Ink viscosity is too high.</td>
<td>Decrease ink viscosity by adding solvents.</td>
</tr>
<tr>
<td>Cooling function does not work.</td>
<td>Get in touch with Maintenance Service to get printing press repaired.</td>
</tr>
<tr>
<td>Winding tension on the winding facility is too high.</td>
<td>Reduce winding tension.</td>
</tr>
<tr>
<td>Wound web is too moist.</td>
<td>Increase dryer output and reduce cooling.</td>
</tr>
<tr>
<td>Signs of coating or pre-treatment feature on both sides of the film.</td>
<td>Check whether the right ink system or right film has been used. In the event of unwanted reverse-side pre-treatment, have the pre-treatment device in the printing press checked if necessary.</td>
</tr>
<tr>
<td>The volume of ink transferred is too high.</td>
<td>FLEXO-PRINT-SPECIFIC: Choose anilox rollers with lower transferred volumes.</td>
</tr>
<tr>
<td></td>
<td>GRAVURE-PRINT-SPECIFIC: Choose gravure print cylinders with lower ink volumes.</td>
</tr>
</tbody>
</table>

DON'T BE AFRAID OF SWITCHING INK SYSTEMS

An imminent ink system changeover is often a reason to be nervous: print shops fear disruption to their production during any switch. Siegwerk takes precautionary action and therefore provides advice and support to customers from the outset. As a first step we examine the technical performance of existing inks in the laboratory, printing press and in the packaging process. Once the pre-switch situation has been determined, the next stage is detailed planning of the ink system changeover. At this point in time Siegwerk finalizes what inks are to be used and adapt formulas. We provide on-site launch support for your new ink systems and mentor the changeover process. This enables us to guarantee high productivity and immediate utilization of all the benefits of the new printing inks.

YOUR BENEFITS:
- High productivity
- Immediate utilization of all the benefits of your new printing inks
- Reliable and accurate formulas for new inks
- Excellent waste management
- Experienced on-site service

Why not get in touch; we would be delighted to help you launch your new ink systems hassle-free