

## Give Your Marketing Materials a Boost

**Specialty finishes attract extra attention.** It is a well-known fact that people respond to bright shiny objects, so when we add bells and whistles to printed pieces, such as gloss varnish, spot UV, lamination, metallic inks and other treatments, response rates go up. In addition to their cosmetic appeal, many finishes also improve a print piece's longevity and shelf life. Here are some of the top specialty techniques being used to elevate today's marketing materials:

### Varnish

Varnishes come in a variety of finishes—machine, gloss, matte, silk, and UV. Designers often use varnishes to selectively draw attention to a specific element, such as a logo. This is called “spot varnish.” The varnish can also cover the entire printed area. A side benefit of varnish is that it acts as a protective shield over the ink and helps reduce rips and tears in the paper. Varnish is frequently used on corporate brochures, annual reports and direct mail.

### Lamination

Much like varnish, lamination comes in gloss, matte and satin finishes. The difference between the two treatments is that lamination is a thin layer of plastic, providing a slick tactile finish. And because it adds a protective membrane to the paper, it affords some level of waterproofing to the paper. Lamination is an excellent finish to consider for printed pieces that are handled frequently, like policies and procedures manuals, or used in the great outdoors, such as maps, destination travel collateral, etc.

### Embossing and Debossing

Ah, texture. There is nothing like the feel of an embossed or debossed print piece. The distinction between the two treatments is that one is raised (emboss), and the other is indented (deboss). Either way, the effect is elegant and lends a high-end look to the finished piece. It is used on corporate communications systems, such as business cards and letterhead, as well as brochures and some packaging. It also works well in conjunction with foil stamping.

### Foil Stamp

This is the epitome of the “bright shiny” object. Foil stamping has been popular for years and is a popular technique for brochures, annual reports and corporate letterhead and business cards. Its highly reflective surface is the result of pressure-applied metallic foil using a metal die and a hot foil-stamping machine. For a gorgeous, gleaming print piece, foil stamping is a showstopper.

### Die-Cutting

Die-cutting is a custom effect well worth the effort, from presentation folders with pockets to intricate symbols and pattern cutaways. A die or form is custom-created by hand and then fed through the printing press to achieve the desired reveal effect. The cutout shape provides a 3D sensibility and opportunity to reveal a tease as to what's inside.

When it comes time for your next marketing project, contact PIP for guidance on how specialty techniques can be applied to your design for maximum impact.

**Contact us at [pip.com](http://pip.com).**