

BEST PRACTICES FOR HOLOBRIGHT

TIPS/HELPFUL HINTS:

1. Design

- a. Try to use dark or bright background colors. The HoloBright process stands out better over these colors.
- b. Try to avoid using an aggressive pattern in a large solid area. This tends to look too busy, and will overshadow your design
- c. Use as an accent to the piece. HoloBright is an effective process to catch the eye of the public and draw them to your particular product.
- d. Be creative! HoloBright can be spot applied and really make the product or brand name stand out in many different ways.
- e. There are many stock designs to choose from, or a custom design can be made to fill your needs.

2. Sheet size and layout

- a. Minimum sheet 12.5" x 21" Maximum sheet 28" x 40"
- b. Gripper 5/8" minimum
- c. Side and tail margin 1/2" minimum

3. Substrates, Inks, and Coatings

- a. Min weight of 5 point up to 24 point paper or plastic
 - i. The heavier the sheet, the better the registration and flatness of the sheet
 - ii. Sheets should be flat coming in to MCD
- b. Use as smooth a surface as possible – paper stocks should be coated, plastic stocks should be gloss
- c. Regardless of stock or process, all top surfaces should be UV coatable with a minimum dyne level of 40.
- d. The following inks, coatings, and processes provide the best look for the HoloBright process:
 - i. UV printed sheets with primer
 - ii. UV coatable conventional inks with no spray powder
- e. The following inks, coatings and processes compromise the best look for the HoloBright process:
 - i. Spray powder. If used, minimize the amount and the particle size
 - ii.
- f. The following should be avoided as they negatively affect the HoloBright process
 - i. Heavy spray powder
 - ii. Low dyne levels or non-UV coatable surfaces