



## Best Practices for HoloBright

### Design

- Try to use dark or bright background colors. The HoloBright process stands out better over these colors.
- Try to avoid using an aggressive pattern in a large solid area. This tends to look too busy, and will overshadow your design.
- 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.
- Be creative! HoloBright can be spot applied and really make the product or brand name stand out in many different ways.
- There are many stock designs to choose from, or a custom design can be made to fill your needs.

### Sheet size and layout

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

### Substrates, Inks, and Coatings

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