



Improve the luster of your metallics. Specify liquid ink!

Metallic inks are often used to achieve decorative effects on labels, textiles and brochures or to enhance the impact of packaging for cosmetics, spirits and other luxury items. The brilliance of gold, silver and other metallic colors can add a touch of exclusivity that improves the value perception of many products. However, before producing materials that feature metallic colors, it is important to understand how

various ink properties can affect the quality of color output on the final product.

Offset metallic inks have required the use of very small pigment particles

for optimal printing performance. Smaller pigment particles limit the level of metallic brilliance that can be achieved. With the flexographic process, as used on an offset tower coater, larger pigment particles can be used, yielding a significant improvement in metallic brilliance.

A new generation of liquid inks containing intermediate sized pigment particles provide higher levels of brilliance than conventional paste inks, which generally contain smaller particles. For a visual comparison of liquid and paste inks on coated paper, align the colors on the right side of this reference sheet with the page containing the same color series (PANTONE 871 C through PANTONE 877 C) in a PANTONE formula guide or PANTONE solid chips book. You'll find that the colors printed with liquid inks on this sheet emit more luster than the same colors printed with the paste inks used in PANTONE Publications.

Metallic appearance is also dependent on the type of substrate used. For example, optimal metallic results on uncoated paper require the use of inks that have a slightly smaller pigment particle than inks used on coated stock.

The liquid inks demonstrated on this sheet are now available to offset printers that have the capability of applying water-based ink via a coating unit, as well as flexographic printers. Please consult your ink supplier for more information on optimizing your metallic print work.



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