

SCREEN PRINTING IN THE FOCUS OF CREATIVITY AND SUSTAINABILITY

As a result of an industry landscape that is more competitive than ever and is putting the need for brand differentiation at an all-time high, it is essential to find alternative ways to reinvent traditional print forms such as screen printing. The focus is on both creativity and sustainability. Combining screen printing – which many brands rely upon for its substrate versatility, vivid color reproduction and opaque whites, amongst other reasons – with clever and effective new materials and effects could in fact open up an entirely new line of possibilities.

Screen printing thrives on effects

In the graphic arts industry, screen printing stands for a wide variety of inks and coatings, maximum opacity, and creativity in print finishing. Screen printing varnishes in particular make packaging and other printed products not only a visual, but also a tactile experience. This is important because utilizing high-quality print finishing to venture beyond aesthetics and transform the consumer experience from simply visual to tactile is arguably one of the most effective ways to stand out from competition.

UV coatings, like many longstanding staples of the print and packaging worlds, undoubtedly have their place in the current screen printing market and represent a solid part of a company's product portfolio. Depending on the coating, they offer a multitude of effects, are suitable for the application on paper, cardboard, and film, can be used partially or over the full surface and enable a high edge definition. Also, hot foil stamping is possible.

"Coatings from ACTEGA achieve unique effects, ranging from the highest gloss to premium matte, soft and wet touch applications, sand effects or matte and gloss reliefs."

Christoph Schulze
Coating Specialist Screen Printing

Shining a new light on screen printing

Just as important as the wide range of finishing options is the trend towards more sustainability in screen printing. Where it has traditionally been associated with UV or solvent-based systems, alternatives now include water-based coatings which enable critical eco-friendly capabilities in addition to the various effects. For example, adding pigments to water-based varnishes allow brands the high-end luxury finish they need to differentiate their products. This also applies to uncoated, recycled materials, which are being used more and more frequently for many printed products.

The acceptance of water-based coatings in screen printing is expected to increase and represent an important building block in creating a more sustainable printing landscape.

New uses and capabilities for this technology are continuously being discovered, and there is no doubt that there is a very exciting journey ahead of us.

"ACTEGA is not only seeking to develop new, creative materials and solutions to excite customers but also exploring ways in which these can transform traditional practices for the benefit of the environment and wider industry."

Heike Viergutz
Application Specialist Screen Printing



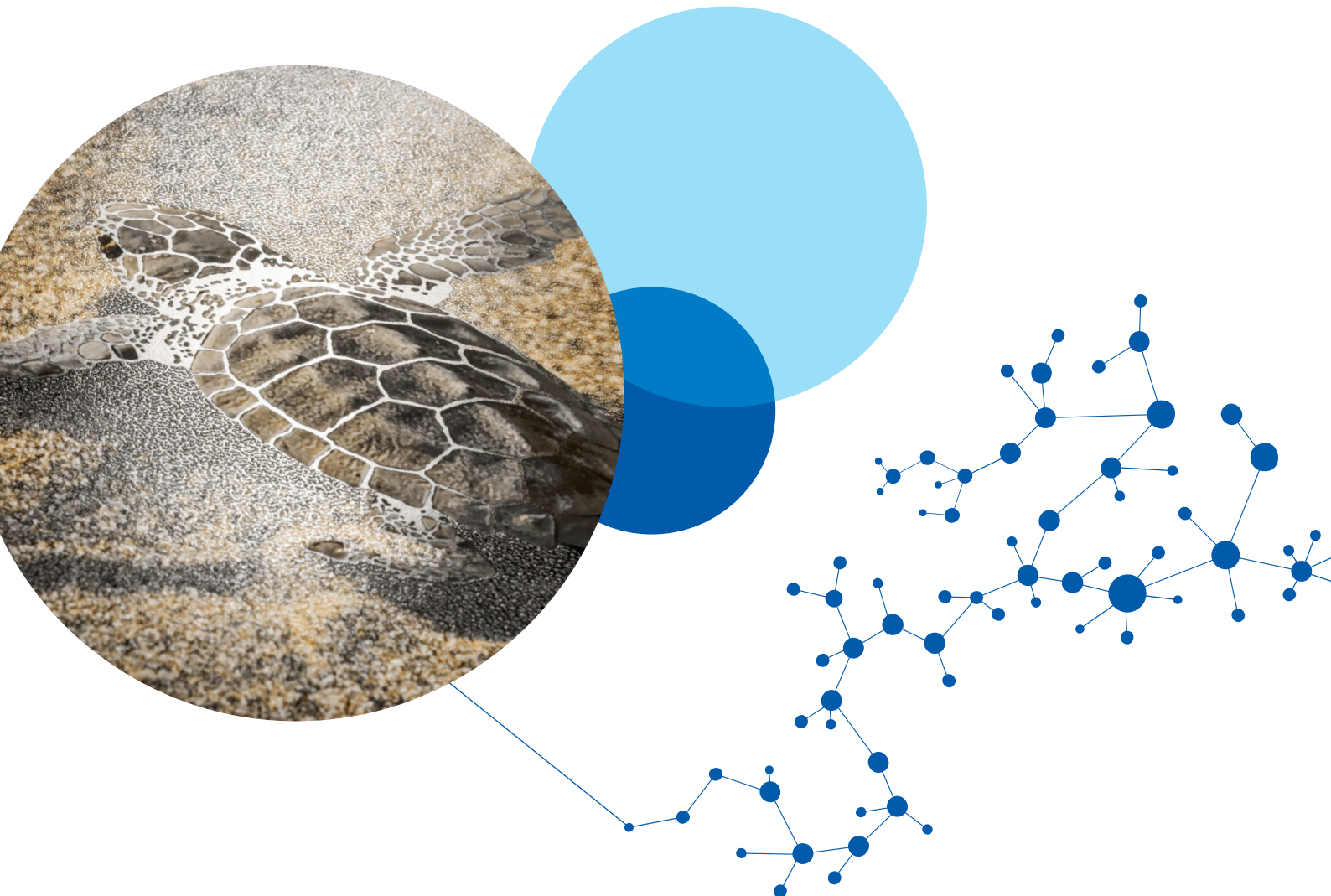
Advice on application and troubleshooting

Screen printing is a particularly versatile printing process. There is not only an enormous variety of different inks and coatings with a wide range of viscosities, but also a large number of screen printing machines, adapted to the respective challenges, and substrates.

The mesh plays a decisive role in screen printing, as it enables the ink and coating application to be adjusted. The selection should be based on the intended application quantity, the coating used and the motif to be printed. The printing speed should also be considered, as should the selection of the appropriate squeegee or the print settings.

Due to the high complexity of screen printing, the coating result usually depends on a combination of several factors.

Thanks to many years of experience and dedicated coating experts, ACTEGA offers valuable tips on application and troubleshooting in screen printing. In doing so, ACTEGA relies on good relationships with screen printing specialists in the market to maximize knowledge, stay up-to-date, and further improve the customer experience.



For more information, individual consultation, or your coating recommendation, please visit www.actega.com or contact us.