



Elizabeth Shaw

Increasing the range of foiling applications



The challenge

Elizabeth Shaw was seeking a foil-decorated label for its fine chocolates, but a limited budget meant that the conventional foiling method of hot stamping 'off line' was too costly.

The approach

As pioneers of cold foiling, API was able to offer Elizabeth Shaw access to its innovative cold foil solution, TD. This enabled the business to integrate the process into its 'on line' printing operation – saving both time and money. API has since invested in further development of both cold foils and the application technology to provide the most comprehensive range and the highest quality results possible.

The result

Through TD, Elizabeth Shaw was able to distinguish its premium brand while maintaining competitive pricing. Many companies are now realising the benefits of this new production process. The popularity of cold foils is growing rapidly with increasing numbers of printers recognising that they can, at last, achieve enhanced visual impact without any expensive modification to web-printing equipment.

“Constantly improving our products – giving you better service”



API Foils Ltd

Technical information

TD DieLESS: The industry standard for cold foiling

General properties

TD is the standard grade of the industry standard cold foil. API was first to market with the revolutionary process of foiling without hot stamping. A free radical UV adhesive is web printed on to a substrate using conventional printing equipment (unitised web-fed UV flexo, UV offset and UV letterpress presses). The foil is nipped on and the adhesive cured using a UV lamp.

- TD requires no additional foiling equipment
 - TD runs 'in-line' saving time and money
 - TD is free releasing to allow high-speed use
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Shade availability

TD is available in all twelve standard gold and silver shades and in selected metallic colours as well as bespoke shades on request.

Primary applications

Cartons: On web printed cartons.

Self-adhesive labels: On semi-gloss and gloss papers and filmic substrates.

Plastics: Laminated toothpaste tubes and other print receptive unsupported films.

TD grade is suitable for all the above substrates. However, the amount of adhesive printed needs to be controlled to compensate for the porosity and roughness of the substrate and to suit the level of detail being printed. Best results are normally achieved if papers are primed with a varnish or ink underneath the foil.

Primary features

TD has an easy release and is therefore suited to high speed applications.

TD has carefully controlled metal thickness to allow transmission of UV light.

TD is classed as non toxic and therefore ideal for food and other sensitive packaging applications.

TD meets stringent legislation of numerous national industry standards, including:

- **CONEG** (relating to the protection of the environment).
 - **EN71.3** (limits concentration of certain elements in toys, food packaging, etc).
 - **BS5665 Part111 1995** (relating to toy safety).
 - **ASTM F963-96a US CPSC** (relating to toy safety).
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Typical operating conditions

Application of TD foil is at room temperature.

Thru-Cure adhesives from Xsys Print Solutions and other narrow web ink suppliers are suitable. An information sheet is available upon request.

The information contained in this data sheet is believed to be reliable, but the suitability of the products must be judged by the individual user. These specifications may be subject to change without notification or obligation. No warranty or liability for results obtained is expressed or implied.