



## Guinness World Records

Product Case Study

### Exceptional Brand Enhancement

#### The brief

When Guinness World Records were looking for a cover technique for their first new book launch in six years, API, through GWR's preferred printer Mohn Media, offered to produce a fully registered holographic book cover for the newly devised Gamer's Edition. The Guinness brand is known for its striking use of holographic and lenticular covers for the World Records annual and wanted to continue this theme, creating a unique and dazzling cover that would appeal to the target market.

#### The approach

Embracing the enthusiasm of GWR to be radical and push the limits of what had previously been achieved, API converted the whole front cover to one extremely detailed hologram and, in conjunction with the printer and design team, specified a colour wash in certain areas with transparent four colour process work and the use of opaque white in others to achieve the finished result. This combination of inks optimised the effect of the holographic film, creating movement and depth with an overall bright and eye catching finish.

#### The solution

The design necessitated careful control of the position of the hologram during lamination to enable the printer to register the inks to the holographic emboss within the film. Extra procedures and checks were implemented throughout the manufacturing processes to minimise shrinkage and movement and with the full involvement and support of the printer the end result exceeded the expectations of all involved. Development work is already underway to create a yet more adventurous cover for the 2009 edition.

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