



Hallmark

Minimising inventories and production set-ups



The challenge

For several years, API Foils has supplied Hallmark Cards with a number of different foil grades for its greetings cards. Expansion of card ranges, however, has increased the number of foil types and consequent print set-ups required. Hallmark, therefore, was seeking to simplify its foil inventory while gaining versatility across a range of printed, coated and uncoated boards. The desired outcome was to achieve a combination of easy release and broad coverage of certain foils with the fine detail capabilities of others.

The approach

API conducted extensive trials to identify the most versatile foiling solution for Hallmark. Pre-trials across the full range of Hallmark substrates firstly took place in-house at API. Following this pre-selection process, API supported further foiling trials under realistic production conditions on Hallmark's presses – speedily feeding back the results into the development programme. In this way it was possible to closely monitor the relative merits of each grade and for Hallmark to analyse the true capabilities of each foil – thereby making a thoroughly informed decision.

The result

Following this thorough evaluation, API's grade mV Plus foil was chosen due to the wide range of applications it can cover. As a result, Hallmark has simplified its production process while retaining the full artistic range of foil effects across its card ranges.

“Constantly improving our products – giving you better service”



API Foils Ltd

Technical information

mV Plus: A metallic stamping foil for a wide range of applications

General properties

An excellent choice for cartons, greetings cards and labels (both sheet-fed and self-adhesive) as well as most commercial print applications, mV Plus is so versatile it is the 'go to' grade for a whole variety of applications.

- mV Plus offers excellent versatility across a range of materials including coated and uncoated papers and boards and a variety of inks, coatings and varnishes.
- mV Plus offers an easy release for high-speed conversion across the range of platen, cylinder and rotary machines.
- mV Plus retains much of the excellent fine-detail characteristics of standard mV and also offers improved coverage of larger image areas.

Shade availability

mV Plus is currently manufactured in a comprehensive range of bright, satin and matt silver and gold shade together with a growing range of colours.

Primary applications

Paper and board:	Coated and uncoated papers and boards e.g. for labels, greetings cards and cartons
Self-adhesive:	Coated and uncoated paper label stocks, as well as some filmic materials
Inks and varnishes:	Most types of inks, varnishes and coatings e.g. conventional, water-based and some UV
Other:	Also suitable for some bookbinding and semi-rigid plastic substrates

Primary features

m:	Easy release characteristics, good rub resistance in graphics applications
V:	Versatile adhesive properties making mV Plus an excellent general-purpose foil, good resistance to wines and spirits
Plus:	Foiling characteristics ranging from clean, fine detail to larger area coverage
Others:	Excellent light fastness with silver and gold shades, to B.W.S.6

Typical operating conditions (Die Face)

Platen:	90 to 140oC
Cylinder:	110 to 160oC
Rotary:	150 to 220oC

These are nominal die face temperature ranges, dependent on the type of machine and specific nature of the application.

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