



Make a SPLASH

Five ways to make any print job pop

LONG GONE ARE the times when printing was simply ink on paper. These days, shops are turning it up a notch, using coatings galore, an array of inks, in-line foilers, and lenticular printing. Check out what these shops are doing for ideas on how to give your next job some pizzaz.

THE COATINGS WAY

One shop leading the way in experimental printing applications is Toronto-based Flash Reproductions. The 40-year-old

shop, which specializes in high-end jobs for designers, has done everything from chocolate scented varnishes to its own version of MetalFX.

Sales manager Rich Pauptit says they're simply giving their clients what they want. "Clients are asking for things we were suggesting three years ago," he says. "We're trying to do something interesting and different."

Coatings are one thing that can take a print job to the next level. They not only

improve the look of a project but can also add a lot of functionality. Flash was doing coatings on vinyl and plastic a decade ago, Pauptit says. About 80% to 90% of the jobs Flash does now include an aqueous coating that provides higher gloss, clarity, and rub resistance. But aqueous is not purely for aesthetic purposes.

Clients often want to rush the job through, and they know that with aqueous, printers can start handling the job right away because of its quick drying time.