

The facts ABOUT Aqueous coating

Aqueous coating adds a glossy shine or smooth satin to a printed piece, improving its durability and enhancing the look and feel.

- › Aqueous is a fast-drying, water-based protective coating which is applied inline on a press like another layer of ink.
- › The clear coating adds a high gloss or satin surface which protects the printed piece from dirt, smudges, fingerprints and scratches.
- › Aqueous can be applied to brochures, catalogue covers, flyers and any marketing materials, and improves the durability of packaging.
- › Being water-based, aqueous offers an eco-advantaged benefit (as opposed to UV varnishes) because the sheet can be recycled with no environmental impact.
- › Aqueous can be applied all over or to highlight particular parts of a printed piece.
- › In combination with machine varnish, aqueous can also create a spot varnish effect, described as the 'drip off' effect.
- › Aqueous is ideally suited to coated paper but can also improve lesser grades of paper.
- › It is well suited to projects with large ink coverage and does not yellow as some machine varnishes do.

Ask your Account Manager for samples and advice on aqueous coatings.



PROJECT

Producing or procuring sustainable custom-made print and mail, on a project-by-project basis. More info visit - finsbury.com.au/product/project



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