

UPM RAFLATAC STICKER BANK

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Idea 4: Envelope label seal



Description:

Here the printing house has made two different labels with a special effect that imitates an old-fashioned wax seal. The seal breaks when the envelope is opened.

For the first label, the white face material was printed in red and immediately sprayed with a transparent 'thermal lifting' powder. When heated, the powder treatment raises the printed part of the label for a wax seal effect. The second label uses the same technique, this time using a gold powder to cover and raise the ordinary black print underneath.

Raflatac product:

Face material:	Vellum
Adhesive:	SP 34 Greentac Plus
Backing paper:	Kraft Special 90
Printing method:	Offset, thermal lifting
Printing house:	Kirjapaino Antti Välikangas Oy, Finland

ILO 07/2005

