

easyGRAPH – Individuality is everything!

At times of increasing competition and rapidly advancing oversupply in almost every area of the daily life ever more sophisticated and ingenious solutions and methods for attracting the customers attention are looked for (and found).

The conventional vehicle of those days, as for example the legendary VW Beetle, have served their time, the spirit of the age demands individuality and extravagance. The same applies to the cosmetics industry: the good name is by far not enough anymore to sell a product...

In order to provide especially this increasing segment of print refinement with eye-catching and

esthetically appealing systems, the product concept easyGRAPH has been created.



As mentioned above especially the economic areas are looking for eye-catching solutions which besides the well-known acquisition in radio and TV, advancing in internet, but also via printed media, have to decoy purchasers daily across the shop counter. Success nowadays expresses in sales figures and not in the ‚Nice to have‘. Therefore ever higher amounts are getting necessary for the aspired eye catcher, maybe at the cost of product quality, what shall be mentioned not without some cynism. And in order to be able to provide the creative decision makers with the necessary equipment, resp. effect portfolio for finding the spectacular packing or refinement solution, in product line Series 590 a bouquet of visually impressive and interactively utilizable effect inks are consolidated.

These special products have been elaborated on a HIBIS 104 of the company Steinemann AG, which is at the moment the most effective and most revolutionary machine concept for the graphic print refinement. Of course a processing on cylinder press, full automatic flat beds as well as on slowly going print systems is also possible without any problems. By developing and arranging these various refinement products special value has been placed on a well-balanced price-performance ratio, always under the premise of maximum effect development. Very detailed technical, commercial and background information in connection with the in the following listed and described effects have been published in the Newsletters of the past months.



As already known the range is lead by the popular classics as gloss- to matt varnish, accompanied by various haptic systems as relief-, braille- or waterdrop varnish. Completed is this varnish concept by texturing and anti-slip systems.

Some color comes into play with the diverse metal effect inks, which are available in all variations of Silver, Gold and Copper, classified from fine to coarse with different brilliance levels. Mother-of-pearl and some pearlescent shades shall not be missed in this listing.

Really effective metallic it becomes with the eye-catching glitter systems, which are available from brilliant to polychromatic and holographic Silver and Gold.

Metal free, but color changing depending on the viewing angle, are the interference inks, also known as chameleon inks. These are available in different colors so that adjustments to subject demands are easily and target-oriented possible.



Attract attention, and this on a low price level, can be realized by using fluorescent systems, which live up to their name 'day glowing inks'. The one who prefers to see it in the dark, can be convinced by the phosphorescence inks with classical yellow-green afterglow effect or the blue luminescent formulations in two qualities (PEQ = short, but strong afterglow intensity, price-attractive / PHQ = long afterglow time, price level a little higher).

In the area of interactive technologies the thermochromatic systems shall be mentioned, which show a color change by touching with the finger tips. Especially the black thermochromatics cover motives and messages underneath lastingly and can be visualized only by touching. This process is reversible and can be repeated endlessly.



Unique in quality as well as in the application are the UV polymerizing scratch-off inks in Silver and Gold. They reveal information also only after manipulation, what is only possible once in this case.

The olfactory refinement systems, namely olfactory inks, enjoy great popularity. Especially publicity campaigns can be featured very effectively with these smelling components and suggest an ambience of coffee house to alpine meadow. Individual encapsulations are possible, so that a "smelling" product can be advertised very targeted.

Practice shows, that this portfolio of interesting and surprising effects can be used promotionally as well as to increase a product in value. Besides the mentioned standard program very individual solutions can be created, so that every demand in the context of home shades and Corporate Design are realizable.

Further information, especially in connection with the processing and the product range you will find in the corresponding Technical Leaflet/s.

For more profound information, suggestions and challenging ideas we are happy to be at your disposal!



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