



You do the brewing, we'll do the printing! Empire Screen Printing does not produce bourbon, but we do some kick-ass printing. Our premium quality labels are top shelf. You should be too. Contact us today!



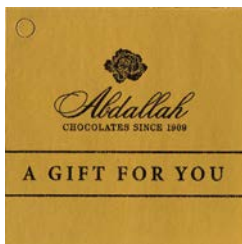
## WHAT IS COLD FOILING?

Cold foiling is an inline process of applying metallic foil to a variety of substrates. It uses a standard flexo plate (A) to apply the adhesive to the printed material. The foil sticks to the adhesive, and the waste is removed (B), leaving behind a metallic look on the decal. This method is an affordable way to enhance any design without using specialty inks or more expensive base materials.



## WHY USE COLD FOILING

It's a cost-effective solution to add distinction to your labels. Cold foil provides an eye-catching, luxurious product with great shelf appeal. Because it's an inline process, registration between the print and the foil application is easy to control. The adhesive is applied using a high resolution plate, allowing fine lines and 5-point text to be achieved with decent edge definition. Foils are available in silver, gold, holographic, and custom patterns, and can be used with other inks, laminations, doming, and selective textures.



## AT A GLANCE

### BENEFITS:

- Cost effective
- Shelf appeal, eye-catching
- Metallic and holographic look
- No need for specialty inks or white padding

### USES:

- Consumer products
- Cosmetic
- Beverage
- Beer, wine, liquor

### MATERIALS:

- Paper
- BOPP
- Hard white vinyl
- Smooth surfaces

### LIMITATIONS/CHALLENGES:

- Doesn't work well on absorbent substrates
- Textured surfaces

### MINIMUM:

- .006" line
- 5 pt. text

### COLORS:

- Gold
- Silver
- Holographic

### PRESSES:

- Graphium
- Flexo

### FINISHING:

- Individual
- Roll labels
- Carrier sheets

