

Pop'Set®

Printed on Pop'Set Old Gold 240g - 01/09



Pop'Set®



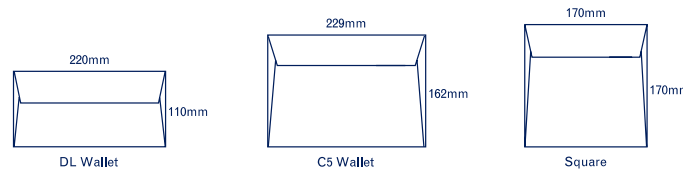
With Pop'Set, dare colours, decline tints and compose to infinity!

Pop'Set offers an original approach of visual creation, and brings a playful and creative aspect for all kind of applications: corporate communication, advertising and promotional print, direct mailing and luxury packaging.

Pop'Set offers a wide choice of colours: 35 tints going from extra white to black, and 9 weights, from 80g to 320g according to the tint.

Pop'Set			Apricot	Aqua	Begonia	Black	Brilliant White	Californian Blue	Citrus Yellow	Cloud	Daifodil	Emerald	Fawn	Flame Orange	Grey	Ivory	Maritime Blue	Mint Green	Mist	Old Gold	Oyster	Peach	Pink	Pistachio	Poppy	Purple	Shocking Pink	Sky Blue	Spring Green	Storm	Straw	Sunshine Yellow	Terracotta	Vanilla	Vellum	Violet	Wedgewood	PACK
80g	A4	210 x 297 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[500]	
	SRA2	450 x 640 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[500]
	F1	650 x 920 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
	B1	700 x 1000 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
90g	SRA2	450 x 640 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[500]	
	B1	700 x 1000 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
100g	SRA2	450 x 640 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[500]
	B1	700 x 1000 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[250]
120g	SRA2	450 x 640 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[500]
	F1	650 x 920 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[250]	
	B1	700 x 1000 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
170g	A4	210x297 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[250]	
	SRA2	450 x 640 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[125]	
	B1	700 x 1000 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
240g	SRA2	450 x 640 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[125]
	B1	700 x 1000 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[125]
320g	SRA2	450 x 640 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[125]
	B1	700 x 1000 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[100]
	Square	170 x 170 mm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	[250]	

POP'SET ENVELOPE SIZES



Printing and Finishing Guidelines

SCREEN RULING For optimum print results a screen of 133 - 150 lpi should be used. Finer screens, up to a maximum of 200 lpi can also give very good results with careful ink density control. For dark 4 colour images with high ink density, under colour removal may be required depending on the quality of the visual. This will also help to reduce the print drying time.

PRINTING INKS Conventional, positive drying inks should be used with or without Infra Red drying assistance. UV inks may also be used. Avoid using overnight / stayfresh / ductstable inks (this is essential for Ice White and other iridescent papers, where fully-oxidising inks are recommended). Always allow sufficient drying time. Anti set-off sprays recommended when printing multiple colours. Use laser-stable inks for subsequent laser printing. It is always advisable to consult your inksupplier about specific projects to ensure ink suitability.

PAPER HANDLING Select a slower press speed for board printing. Do not allow the delivery stack to become too large; prints at the stack bottom will still be wet and less resistant to marking. Protect paper from environmental humidity and temperature changes by always using stack covers or stretch wrap.

LITHO PRINTING For optimum results on textured and embossed papers increase the blanket pressure or use a softer blanket to achieve consistent ink lay down.

VARNISHING To achieve a gloss varnish, it is essential to pre-seal the surface. Silk screen matt UV varnish should be used first, followed by subsequent applications of gloss UV varnish to achieve the desired effect. Ensure suitable inks are used prior to varnishing and that the inks are completely dry before varnish application. Not recommended for paper weights.

BLIND EMBOSING All finishes can be blind embossed. For subsequent laser printing, we recommend a shallow emboss to allow good feeding and to avoid damaging the emboss.

LASER-CUTTING While laser-cutting is easy, some scorching will be apparent around the cut area. Laser-cut papers are more prone to misfeeds and jams within office printing technologies.

HOT FOIL BLOCKING All finishes in the range can be foil blocked. Foil blockers can recommend the best foil for the image and the paper chosen.

FOLDING AND CREASING To guarantee good folding results, prior creasing is recommended. Creases should be made parallel to the grain of the board. For best results a creasing rule and matrix system should be used. Fold into the bead for prominent folds.

SCREEN PRINTING All finishes can be successfully screen printed.

ADDITIONAL INFORMATION FOR EMBOSSED PAPERS When trying to blind emboss, hot foil block or screen print on the embossed papers, it is recommended to first plate sink the area which will be used.

GRAIN DIRECTION The direction of the grain and the embossing is always parallel to the long side ("machine direction" = 2nd number indicated in the stock size of the sheet. Example: 700 x 1000).

BESPOKE OFFER Special makings of many of the papers in the range for non standard sizes or grammages are available according to your specific requirements.