



Specialty Techniques When You Need to Be “Extra”

Sometimes you want a little extra in your direct marketing projects. What you are doing may be great, but there are times when you need a little something more. When that happens, you can look to specialty techniques and processes. Here are five design techniques for when you need something to knock your audience’s socks off.

1. Add a white layer. Want your colors to really pop? One way to do that is to use a three-layer process. Start with a white under-layer to make the colors pop. Then print CMYK over the top, and finish with a layer of clear.

2. Go beyond paper. News flash! Not everything has to be printed on paper. Consider printing on specialty materials such as fabric, vinyl, or even wood for a unique texture. If we can’t print it in-house, we can work with a specialty company that can.

3. Add texture. There are many ways to create texture on a printed piece. We can use specialty coatings, dimensional printing with clear inks, and other techniques. Want to make a football look like a football—and feel like one, too? Or create the look and feel of leather, tile, or grass? The texture is a great way to make images come to life.

4. Laminate it! There is a variety of laminating techniques that create stunning special effects. Whether it’s faux holography or faux embossing, lamination can create these more costly looks without the need for specialty tools or dies.

5. Go vertical — literally. Looking for wall graphics or in-store décor? Consider printing your projects on fabric or vinyl, then wrapping them around a frame, so they add dimension to an otherwise flat space. Or go “grand,” with a whole wall covering. Using today’s wide-format printing technology, you can print wall-sized graphics to transform the space.

Sometimes you need to go beyond simply printing great designs. When you do, we have a whole toolbox that you can choose from. All you have to do is ask.

How can I help you?

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