

# Keep In Touch

How the right paper and print techniques  
can make the difference



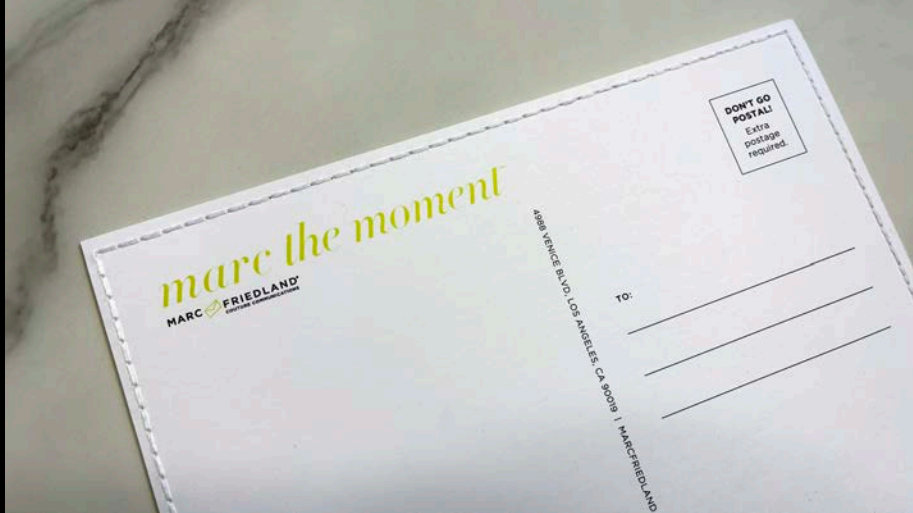


**every card tells a story**

## heart felt thanks

- haptic





## heart felt thanks

- haptic

# Trend: Haptic

## 1. Substrates

classic (felt, linen)

daring (cork, wood)

## 2. Printing

letterpress

engraving

## 3. Finishing

embossing

raised UV / polymer

laminates (linen, soft touch)

specialty coatings

## boca

- haptic
- foil



**boca**

- haptic
- foil





# Trend: Foil and Shimmer

## 1. Static

Hot foil

Cold foil

Screen foiling

## 2. Digital Foil

Toner based

Polymer based

## 3. Metallic Substrates

Chose sustainable  
options

Metallic inks in static and digital



# Trend: Customization/Personalization

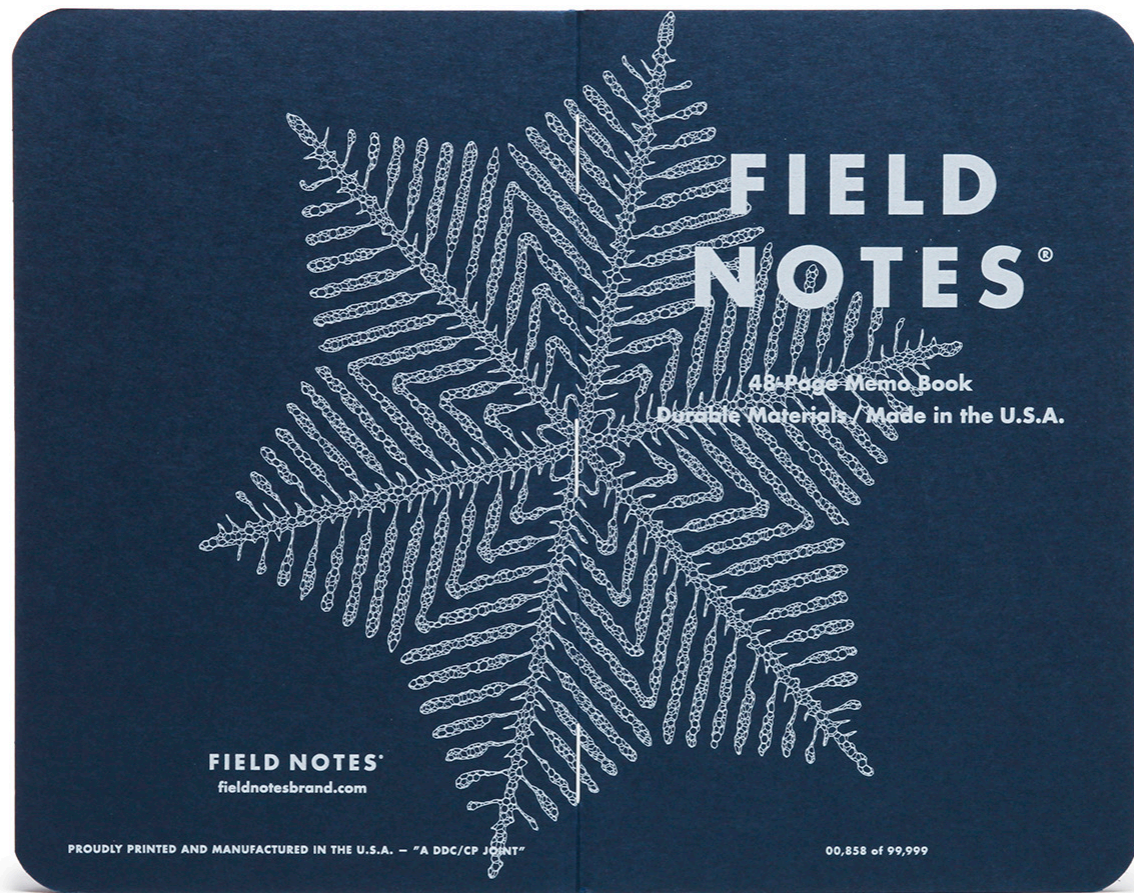
“... will be the prime driver of marketing success within 5 years...”

MCKINSEY



- customize
- haptic

- customize
- haptic



- tone-on-tone
- foil





- tone-on-tone
- foil

## Trend: Tone-On-Tone

When everything is full-color, tone-on-tone stands out.

Achieved utilizing:  
embossing, debossing,  
blind letterpress,  
foil stamping,  
clear ink/coating



- interactive
- foil





- interactive
- foil

- interactive
- foil



- interactive
- foil



# Trend: Interactive

**1. Pop-Ups**

**2. Unique folds**

**3. QR codes**

to guide to website  
or AR experience

# 02



- vivid colors
- haptic

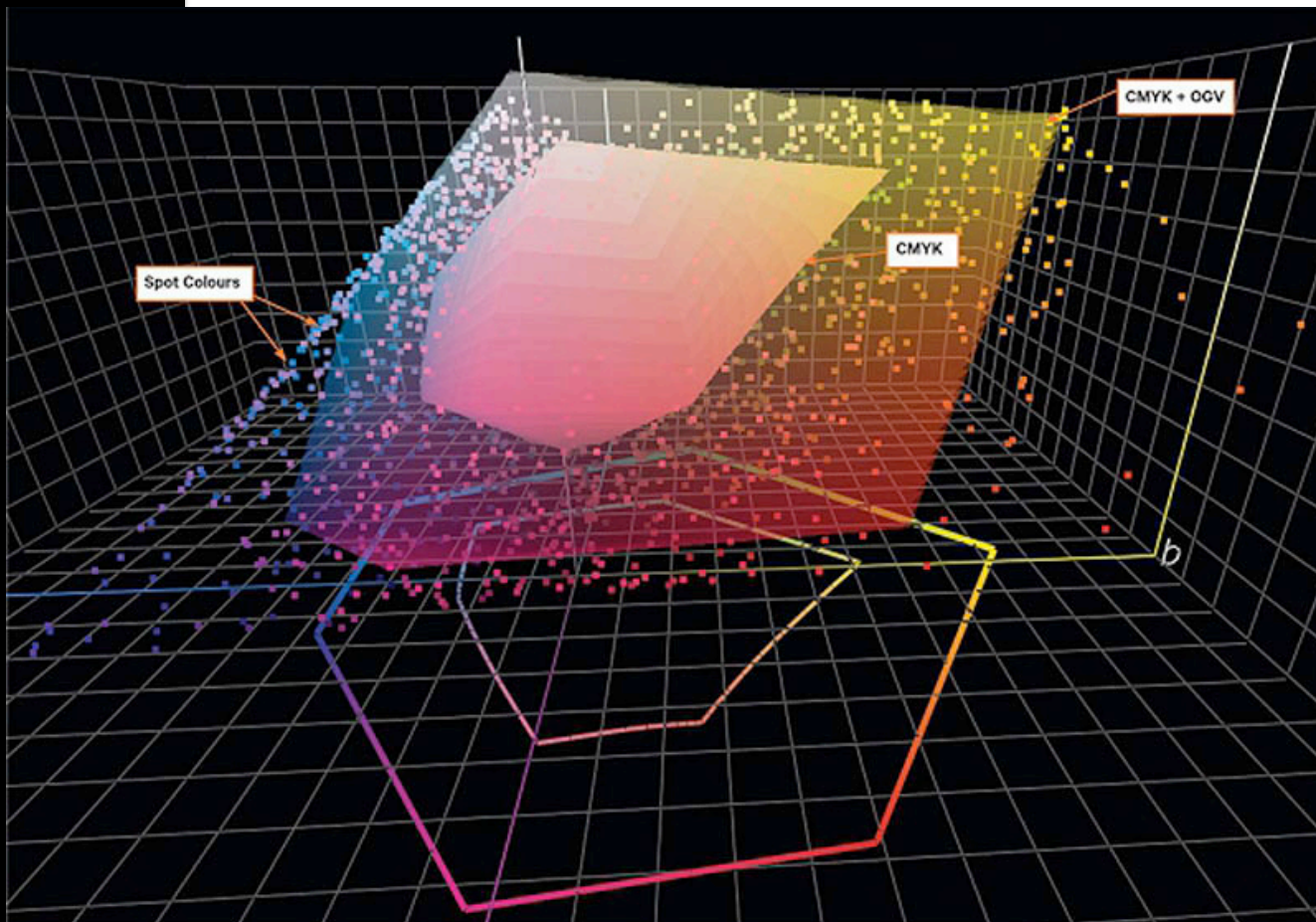
# Trend: Vivid Colors

## 1. Neon inks

Spot colors

## 2. Extended Gamut

Matches up to 97%  
of Pantone colors





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# 02

- vivid colors
- haptic
- scented



# Print Trends

1. vivid colors
2. haptic
3. tone-on-tone
4. foil and shimmer
5. customization
6. interactive

# Thank you

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