

# FIND THE PERFECT FINISH

## FOR YOUR NEXT PRINT JOB

Matte or gloss? Spot UV or foil stamp?

When it comes to print finishes, the options are aplenty. We give you the run down on our range of professional print finishes and reveal how to use them for the greatest impact.



### VARNISHES

Varnishes can give your print a more luxurious feel. Similar to wood varnish, it's applied to the paper to create an even, smooth surface all over. This technique is often used to finish high-quality books, brochures and magazines.

Varnishes come in both gloss and matte variations.

**PRO TIP:** Use a mix of gloss and matt finished paper to highlight selected pages of your project.



### EMBOSSING

Embossing adds an enticing tactile element to your print. It's particularly effective on projects that use thicker stocks, like business cards, event invites or book covers.

Blind embossing is best for clean, distinctive and subtle results.

Registered embossing is an excellent choice for giving images an extra punch.

**PRO TIP:** Add glazing. This gives the embossed elements a shiny or polished finish that elevate it visually from the page.

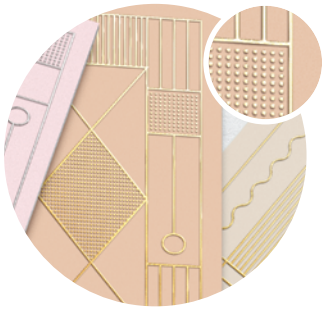


### SPOT UV

Spot UV is a specialty high-gloss varnish that's applied to a section of the material after printing is completed.

It's often used to contrast surrounding matte areas to add texture to a design.

**PRO TIP:** Spot UV works particularly well on book, report and brochure covers, or business cards.



### FOIL STAMPING

Foil stamping is a decorative finish that involves applying a metallic foil over a selected section of your print.

This way, it can add a more exclusive feel to your event invitations, business cards and other printed communications.

**PRO TIP:** Get expert advice before ordering foil stamping. Not every paper stock can give you the desired result.



### LAMINATING

Laminating is a durable solution for protecting printed materials from wear and tear. Here, your print is enclosed between two sheets of plastic, then heat is applied to create a strong seal.

**PRO TIP:** Use it for displays of internal communications where lamination can help protect your print against extreme light and splashes. It's also an excellent solution for frequently used training or reference documents.

Want to learn more about making the most out of your print? Visit the [Snap News Centre](#)

For the love of print

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