

## HOT STAMPING AND EMBOSSING

### Stock Selection

Your choice of paper stock may affect the final foil appearance. Papers such as 25% cotton, 100% cotton, vellum, laid stock and other porous papers will dull certain foils. The solution is to communicate to your stamping supplier the stock you have selected so they can order a metallic foil formulated for that specific stock. Check with your printer to determine the dyne count (surface tension) of a sheet when laminated. The dyne count should be higher than 40 for the sheet to be foiled stamped.

**Recycled stock.** As the use of recycled stocks has become quite common, there are some considerations worthy of mention. Due to high compression levels of recycled fiber, stamping large solid areas requires significantly more tonnage, or pressure, applied by the stamping press compared to virgin fiber stock. Because of this fact often a foil will not have a mirror-effect and often the fine lettering or details present a great challenge because of compression inconsistencies. In addition, because of the abrasive fiber nature of these stocks, die life is shortened often resulting in loss of detail or additional cost.

**Dark Colored Stock.** There are several opacity levels in different foil pigments. It is often difficult to obtain the right color. This is not only true of translucent pastels and light foils, but with high pigments as well. Check with your stamping supplier to achieve best results.

**Stock and Foil Color.** Because many pigment, pastel tints and pearl foils are translucent, their color can be altered dramatically by the color of the underlying stock.

### Design Considerations for Holograms

The manufacturer's charge for creating a complex holographic image is not more than for a simple one. The primary variable is the finished size of the hologram. Larger holograms require more foil and are therefore more expensive. Stereogram require a photographic film shoot, and therefore, are usually the most expensive to create.

It is important to consider what will be on the reverse side of a hologram, as large areas of image or color will detract from holographic effect. While text alone will usually not detract, it is best to anticipate what will back up the foil.

Consider the use of hologram foils to deter counterfeiting of documents and to increase perceived value.

While two-dimensional and multiple holograms usually require only flat artwork a true three dimensional hologram requires that a 1:1 scale model of the object be provided. Check with a hologram producer or your stamping vendor.

For best results stamping holographic foil, avoid square corners, use rounded corners whenever possible.

While patted foils are excellent for large areas and stand-alone or irregularly shaped objects, a stand-alone or "outlined" object will generally not provide the desired effect with three-dimensional or multiple holograms. Always allow for a background image, both for the sake of registration and integrity of the effect. This is often an opportunity for additional levels of "floating objects" Also if possible, avoid placing the hologram within a frame or border, as any slight deviation from register will be readily apparent.