

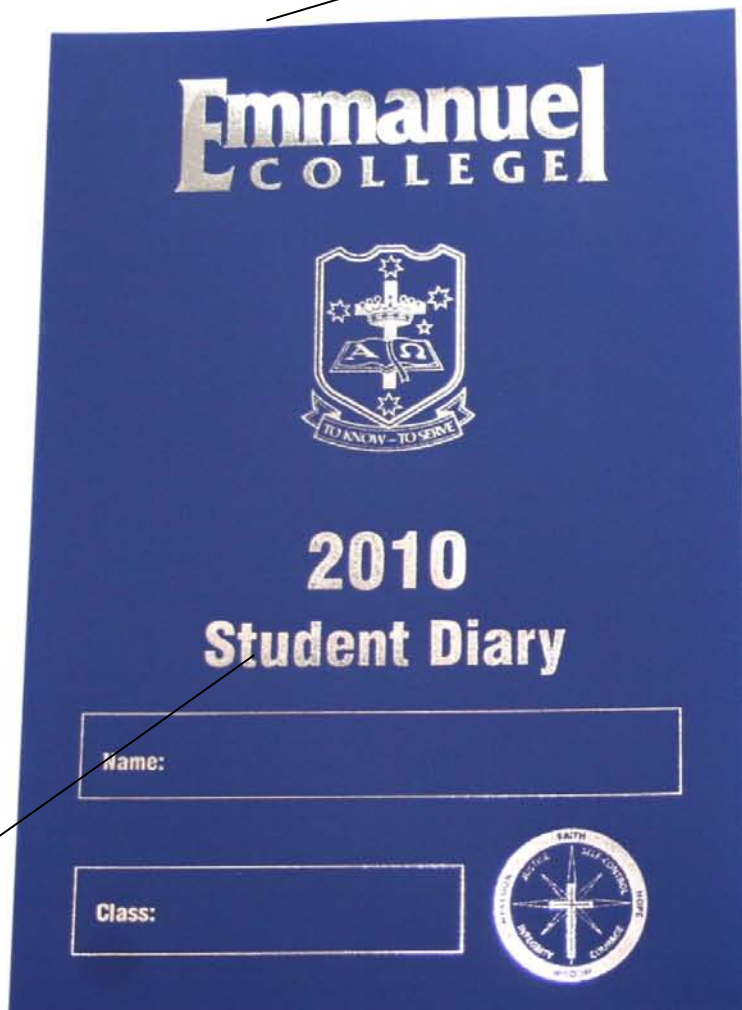
CASE STUDY: Foil Printing Styles – Bold Vs Keyline

When developing artwork is it better to use BOLD fonts, or KEYLINES?

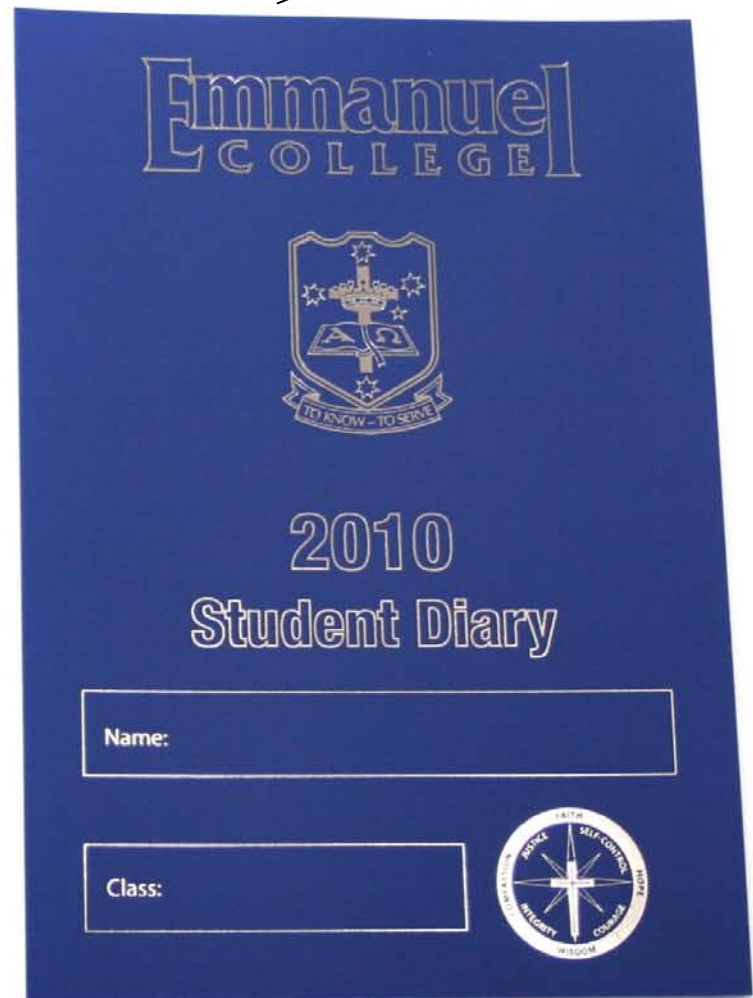
The answer to this question is a purely personal one, and will depend on what look you're trying to achieve, and how much BOLD area you wish to print. In 2009, we reviewed the manufacturing consequences of BOLD print VS KEYLINE printing on .60mm polypropylene pieces, typically used for school diary covers. The following results were determined.

Large areas of BOLD print have potential to DISTORT polypropylene, causing a ripple effect on the edge of the sheet. This is due to the extreme heat and pressure required to fill in the print area.

Keyline print requires far less pressure and heat. For large print areas using foil, this results in less distortion of the polypropylene sheet.



BOLD



KEYLINE



Large areas of BOLD print have potential to stipple, or appear dotted where the foil does not completely fill in or bubbles due to temperature variations.