

ELASTIC PICASSO NATURAL FINESSE REVERB  
SURFACE STARDUSTGOLD SURFACE TROIKA  
RAIDER TOUCHY ILLUSION BRAILLE PRINCE  
THE NOSE KNOWS RAINBOW DESTRO RAGE  
ALABASTER RESISTANCE VOLCANO KNOTTY  
METALLIKA SHUTTER BLASTED TRESS BLISS  
RATTLER FLIP/FLOP HOTSTUFF THIS/THAT

# “A” ELASTIC

## A RUBBER FEEL COATING.

Rubbery like a tire and bouncy like a basketball—this coating stretches and soars like a balloon.

### Highlights:

- Best used as a spot coating
- Works well with photos and copy
- Very unique grip feel

### *Press Notes:*

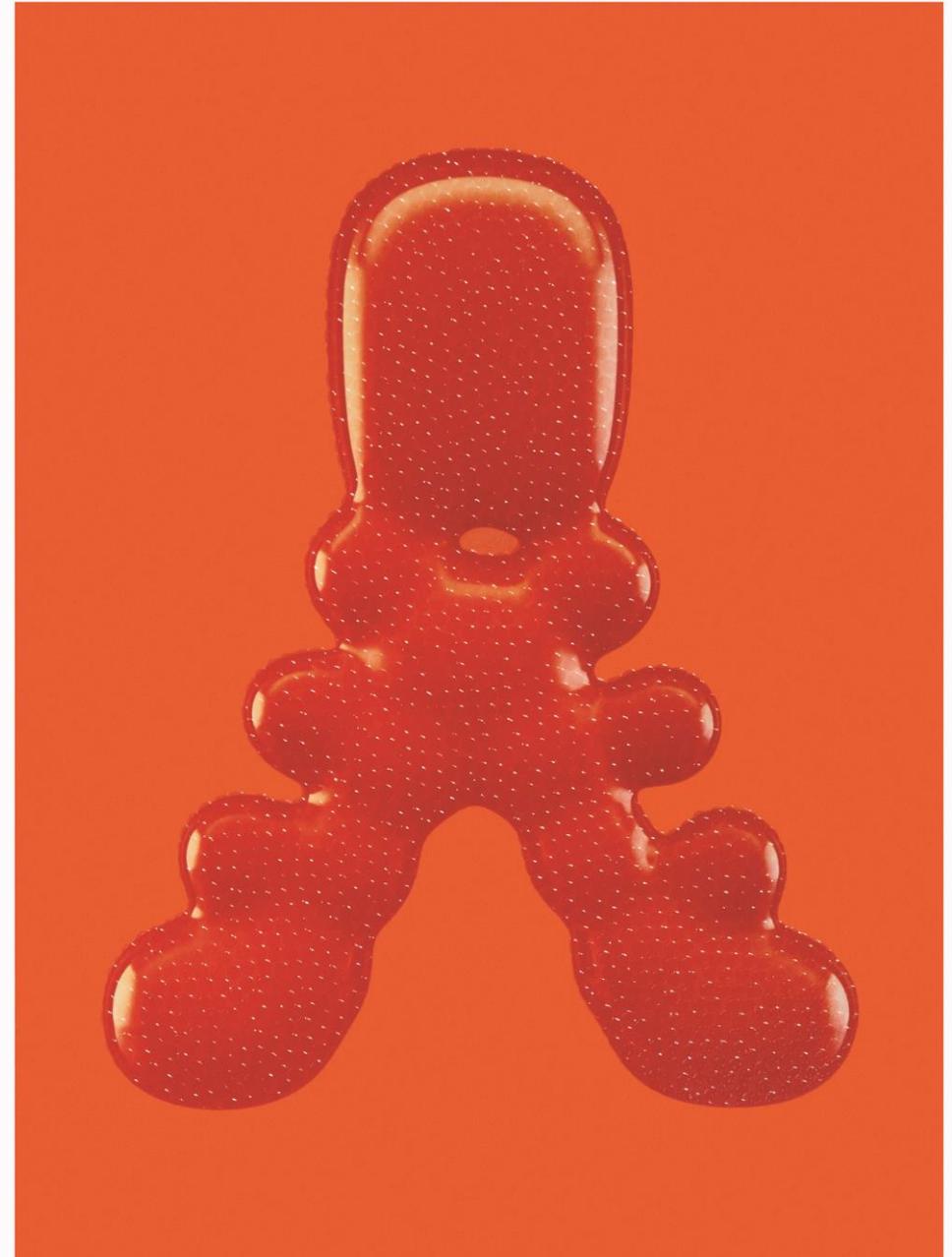
PMS1505 + CMYK + Dull Varnish Background + ELASTIC Coating

On Letter

Available in smooth rubber feels or textured

14 BCM -60 BCM. (50 BCM)

Requires a Cyrel plate



# “B” PICASSO

## A CANVAS FEEL COATING

From an artist’s canvas to the upholstered furniture, this coating can be used for anything from a camper’s tent, backpacks to a Converse gym shoe.

### Highlights:

- Used as a spot or overall coating
- Works well with photos and copy
- Textures can go from burlap to canvas

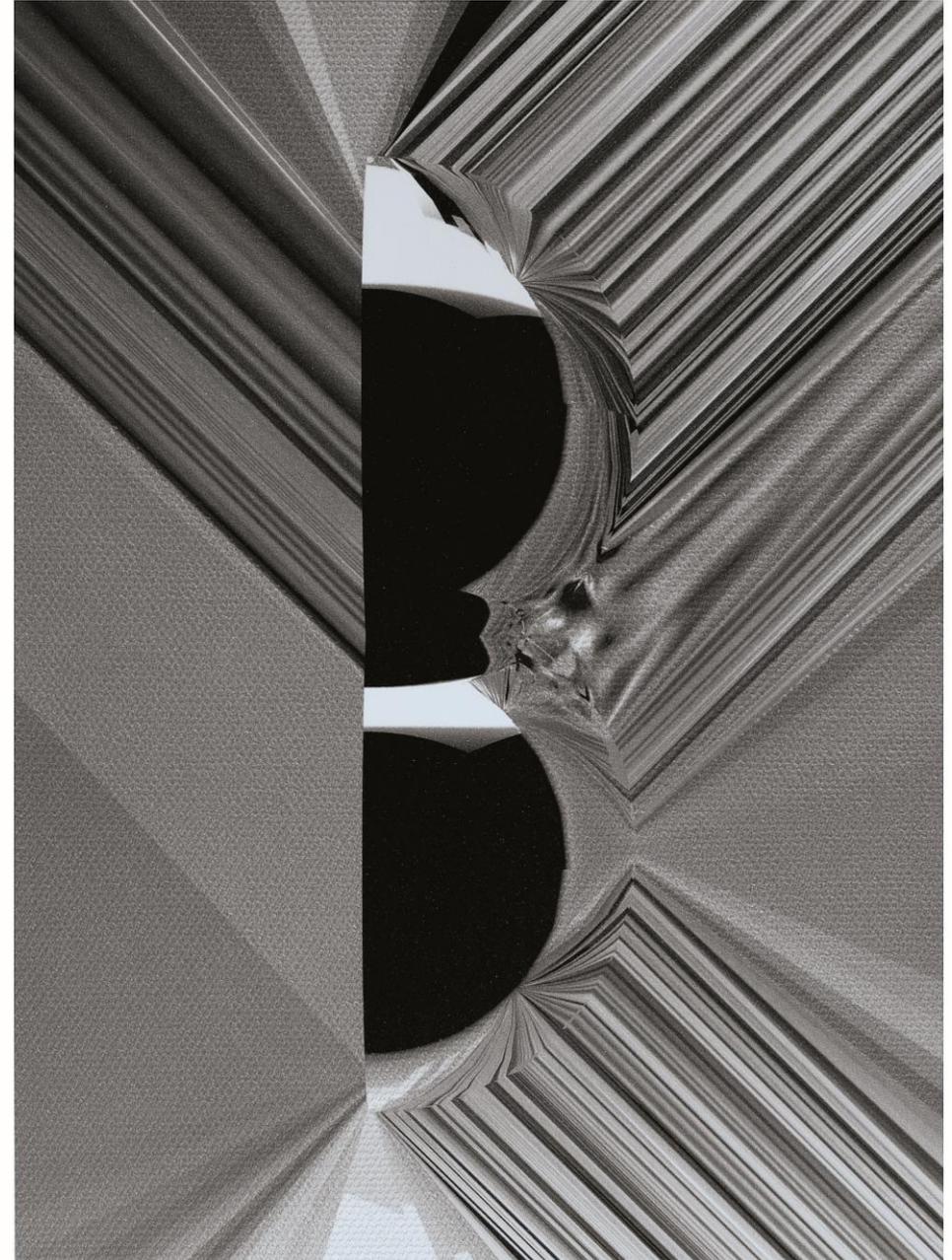
### *Press Notes:*

DESTRO + CMYK + Spot PICASSO Coating

Available in multiple texture

20 BCM -60 BCM. (50 BCM)

Requires a Cyrel plate



# “C” NATURAL

## A UNCOATED VARNISH EFFECT

The coating looks and feels like it wears no coat, creating an incredible uncoated look on coated stock.

### Highlights:

- Makes coated paper feel and look like uncoated with no reflection.
- Allow you to maintain great color and sharpness
- Combine specialty coating effects on a uncoated looking sheet

### *Press Notes:*

DESTRO + CMYK + Reflex Blue + Gloss Varnish On Purple +  
NATURAL Coating On Background

Does not requires a Cyrel plate



# “D” FINESSE

## STRIKE THRU DULL VARNISH

Think high contrast effects: cars, boats, jewelry, handbags etc... Anywhere you need a stand-out-anywhere vibe.

### Highlights:

- Creates extreme contrast
- Is not as effective on lighter images or copy
- Great register on fine lines and copy
- Designers only need to define the dull varnish everything else will be gloss coating

### *Press Notes:*

CMYK + FINESSE Dull Varnish On Black Background + Overall Gloss UV Stampable Coating

Can require a Cyrel plate if gloss coating is not overall. Like the white border in photo that is paper white.



# “E” REVERB

## FLUORESCENT INKS

You will feel as if you are staring at the sun. Day-Glow inks feature a shine that’s always on. Add a black light and watch them glow in the dark.

### Highlights:

- Create a standout moment
- Works great for envelopes and posters
- Bright colors improve response rates

### *Press Notes:*

REVERB Green, Blue, Purple, Red, Orange, Yellow + Gloss Varnish On Fluorescent colors

Colors: Green, Blue, Purple, Magenta, Red, Orange, Pink, Yellow

Please ask your clients if these inks are going to be used in the sunlight. They can burn out and fade and require special blending for outdoor use.



# "F" STARDUST GOLD

## FINE GOLD GLITTER COATING

Add a little glitz and glamour and a lot of rich and luxurious depth. Try this light gold glitter coating when you need a true luxury effect.

### Highlights:

- Glitter is embedded does not rub off
- Looks great on dark backgrounds
- Can be used over images
- Stands out under sunlight, incandescent light and LED lighting.

### *Press Notes:*

DESTRO + CMYK + Overall STAR DUST GOLD Coating

Available in multiple Colors

10 BCM -20 BCM. (14 BCM)

Glitter Colors: Star Dust, Gold, Magenta, Red, Violet, Blue, Green

Requires a Cyrel plate unless applied overall



# "G" SURFACE

## A RETICULATING VARNISH

Perfect for creating a fine vinyl effect or tactile background, this high contrast pebble grain coating looks as good as it feels.

### Highlights:

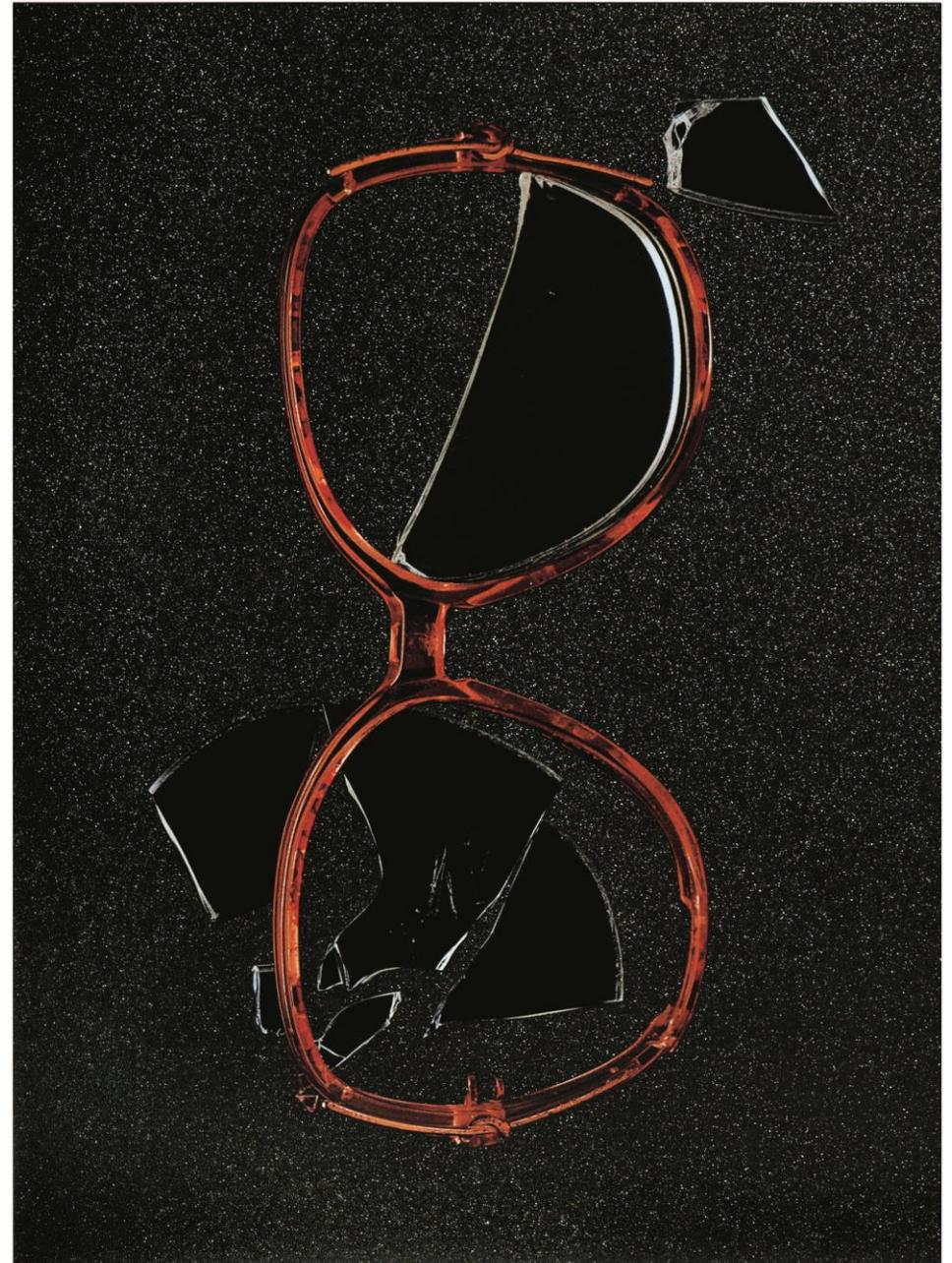
- Can create multiple grain effects
- Looks great on dark backgrounds
- Creates high contrast effects
- Refracts great under light.
- Does not work great on folds

### *Press Notes:*

PMS 1505 + CMYK + Spot SURFACE Varnish + Overall Gloss UV Coating

10 BCM -20 BCM. (14 BCM)

Can require a Cyrel plate if gloss coating is not overall.



# “H” TROIKA

## GLOSS/SATIN/DULL VARNISH

With varying levels of contrast, these varnishes are like your favorite accessory. Whether you want it to shine, have a softer silky look or a simple dull effect, we can tailor it to fit your style.

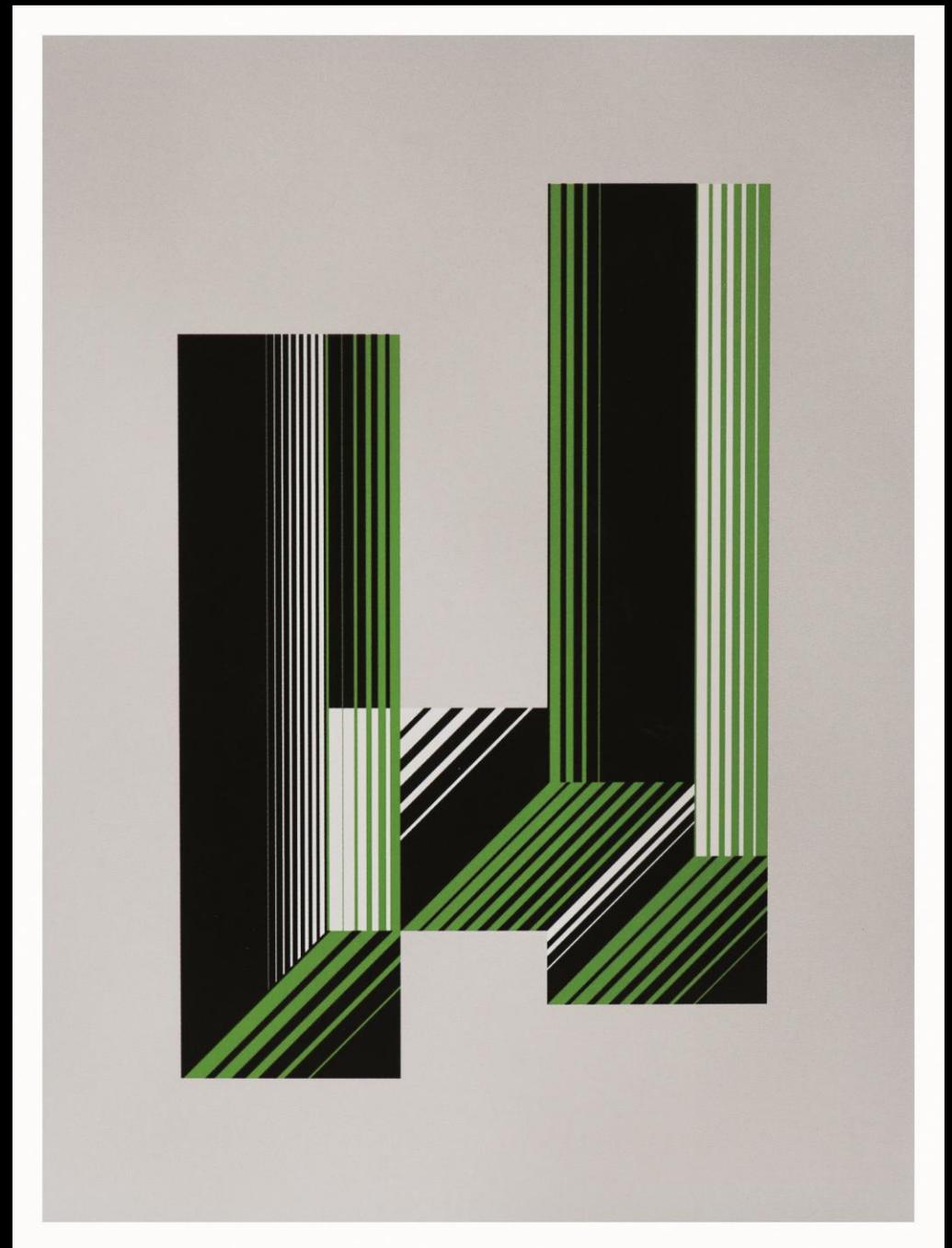
### Highlights:

- Creates more subtle effects than coatings
- Look great on dark backgrounds
- Can be very cost effective
- Gloss varnish creates more detail on images.

### *Press Notes:*

CMYK + Gloss Varnish On Black + Satin Varnish On Green + Dull Varnish On Background .

Does not require a Cyrel plate..



# "I" RAIDER

## SCRATCHOFF COATING

Life is full of questions. And when you scratch the surface, this simple scratch-off coating just might reveal the answer you're looking for.

Highlights:

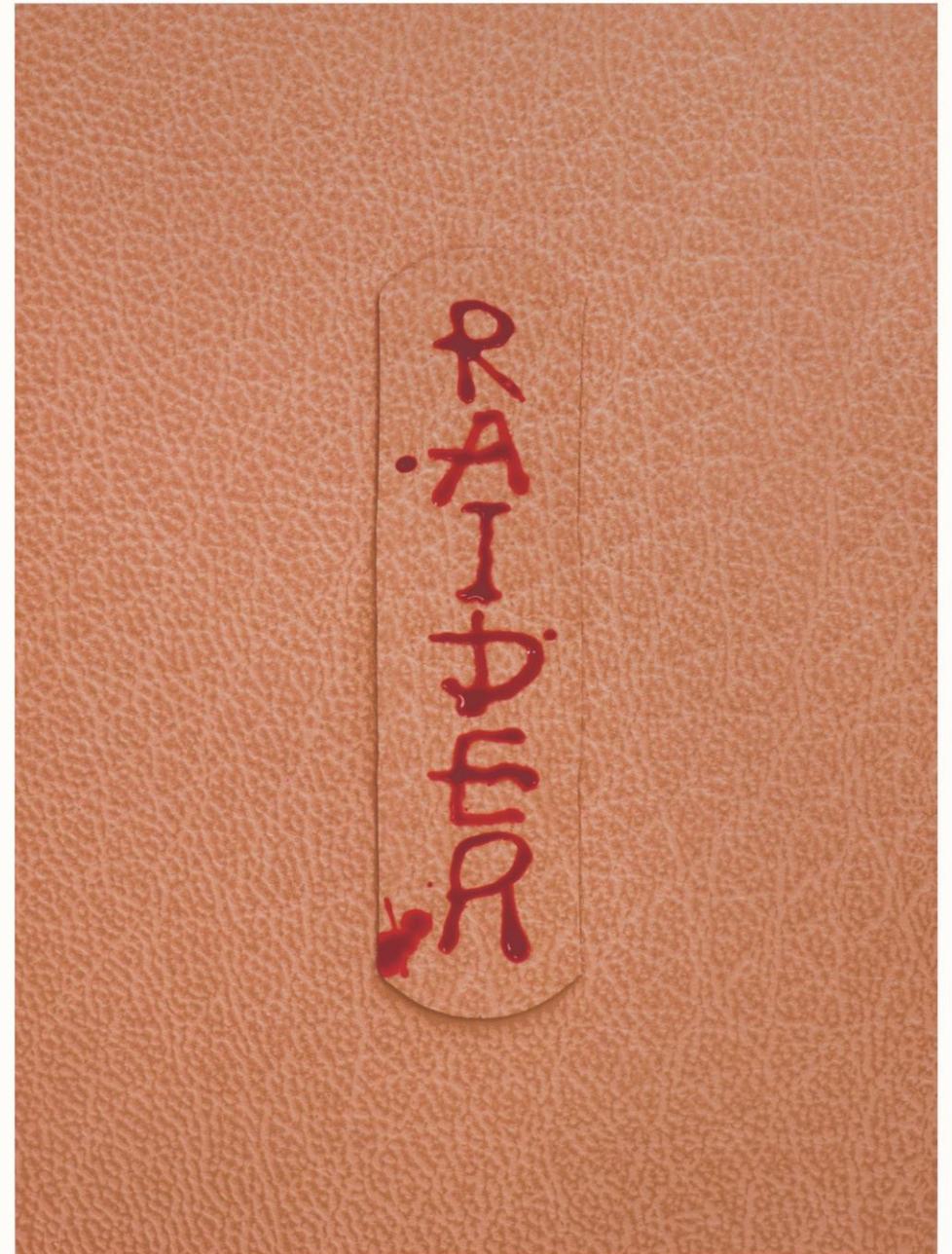
- Requires two passes
- Great for reveals
- Great interactions
- Create excitement

*Press Notes:*

CMYK + Spot Gloss UV Varnish + RAIDER Coating + White Ink + CMYK

20 BCM Coating

Requires a Cyrel plate..



# “J” TOUCHY

## A VELVET SOFT COATING

Right between the fuzzy feel of a peach and the smooth silky feel of velvet with a touch of resistance

### Highlights:

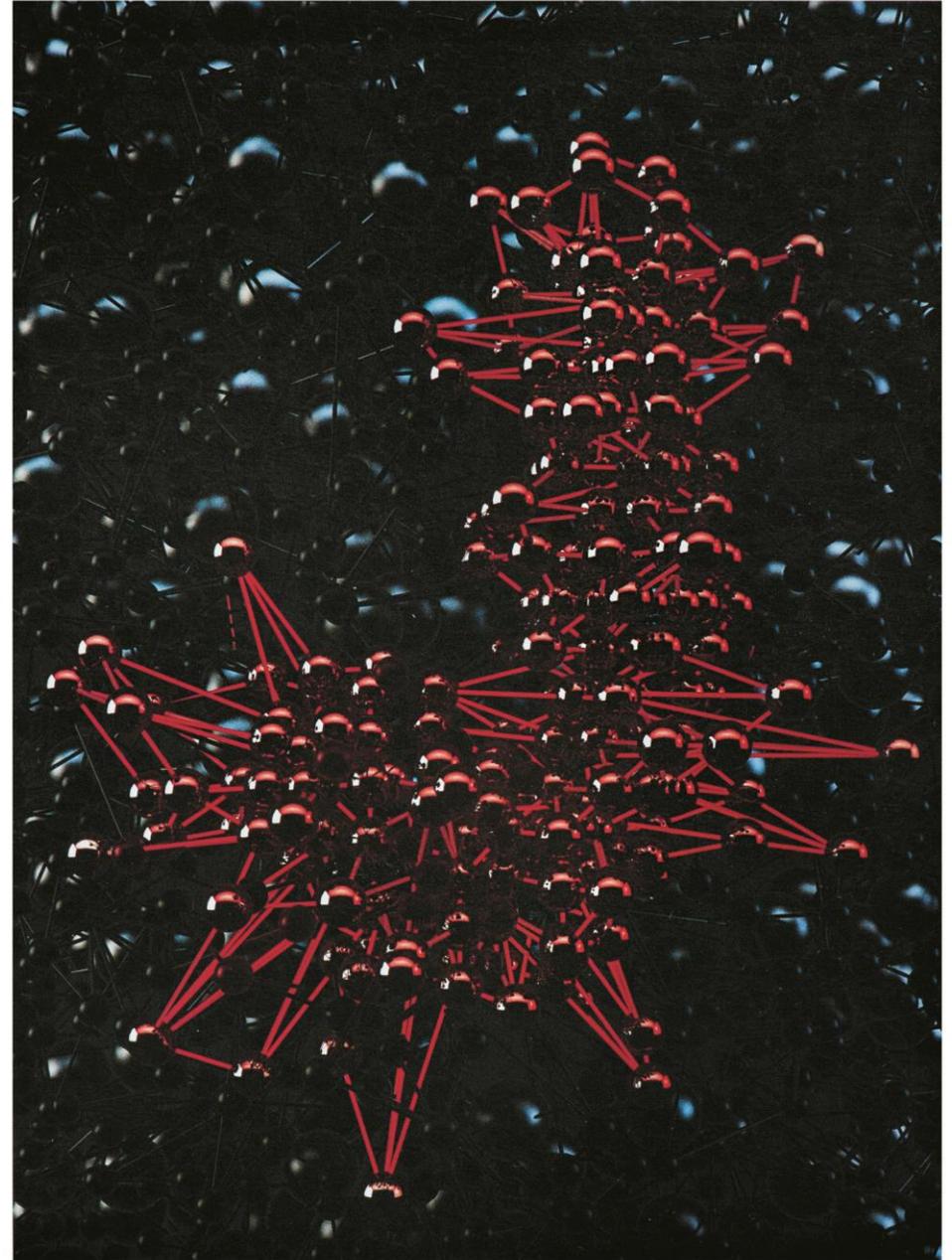
- Extremely rub resistant
- Can create multiple textures
- Creates a unique tactile feel
- Must apply in solid areas
- Great Brand Coating

### *Press Notes:*

CMYK + TOUCHY Coating

10 BCM -50 BCM. (20 BCM)

Requires a Cyrel plate..



# “K” ILLUSION

## A 3D EFFECT COATING

When the moon tricks your eyes into thinking it's bigger on the horizon, it creates an illusion. To create your own illusion, use this multi-colored 3D pearl effect over black surfaces

### Highlights:

- Creates a debossed effect (Coating creates the color effect  
Varnish Creates the debossed effect)
- Great for copy
- Available in multiple colors
- Best results over black or dark colors

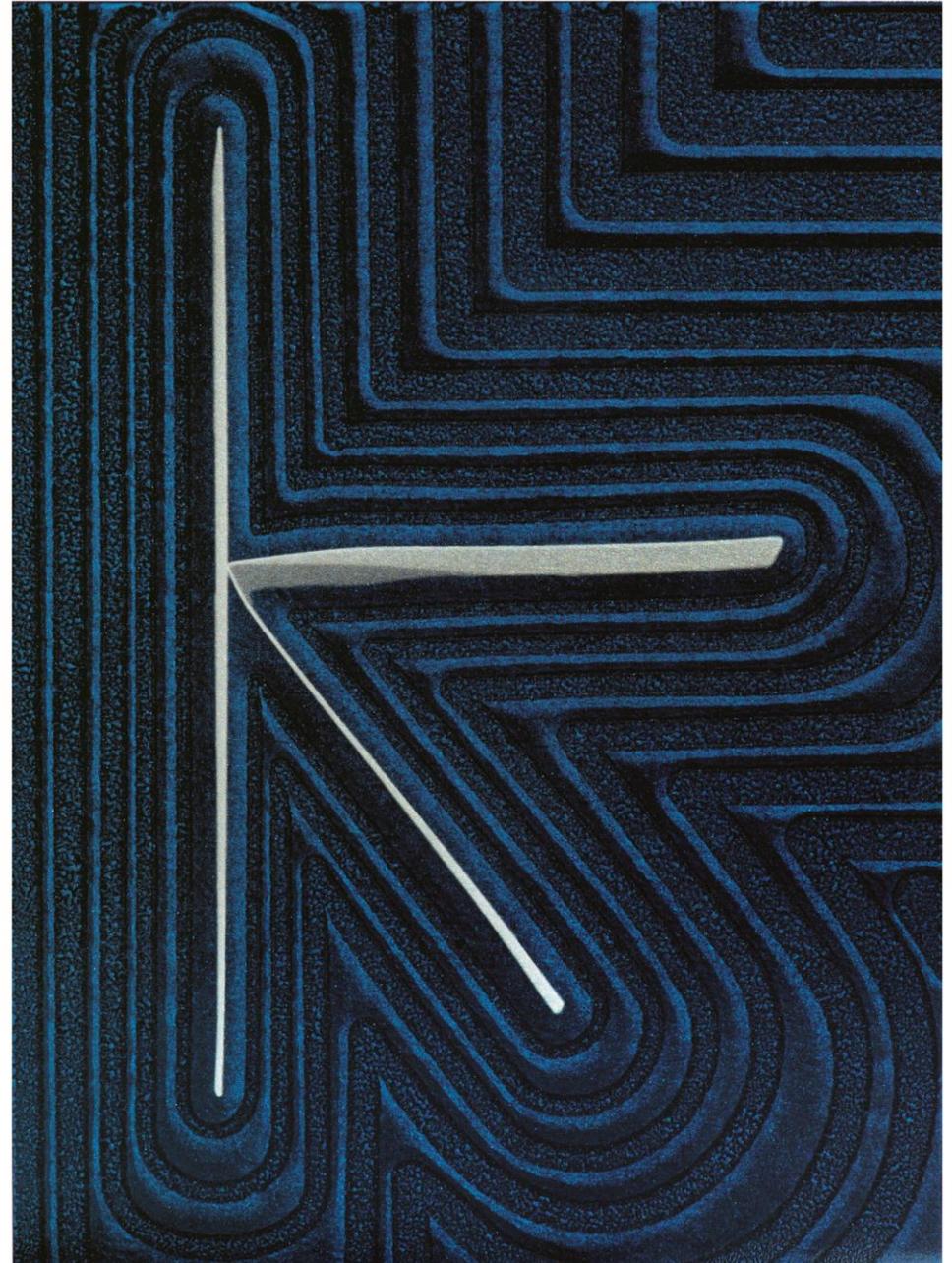
### Press Notes:

CMYK + 3D Varnish + ILLUSION Coating

10 -20 BCM (14 BCM)

Colors: Gold, Red, Wine, Blue, Lavender, Green, Light Green

Requires a Cyrel plate..



# “L” BRAILLE

## RAISED UV COATING

Copy and illustrations will stand out like riveted drops of water with a raised, clear coating effect you can both touch and truly feel

### Highlights:

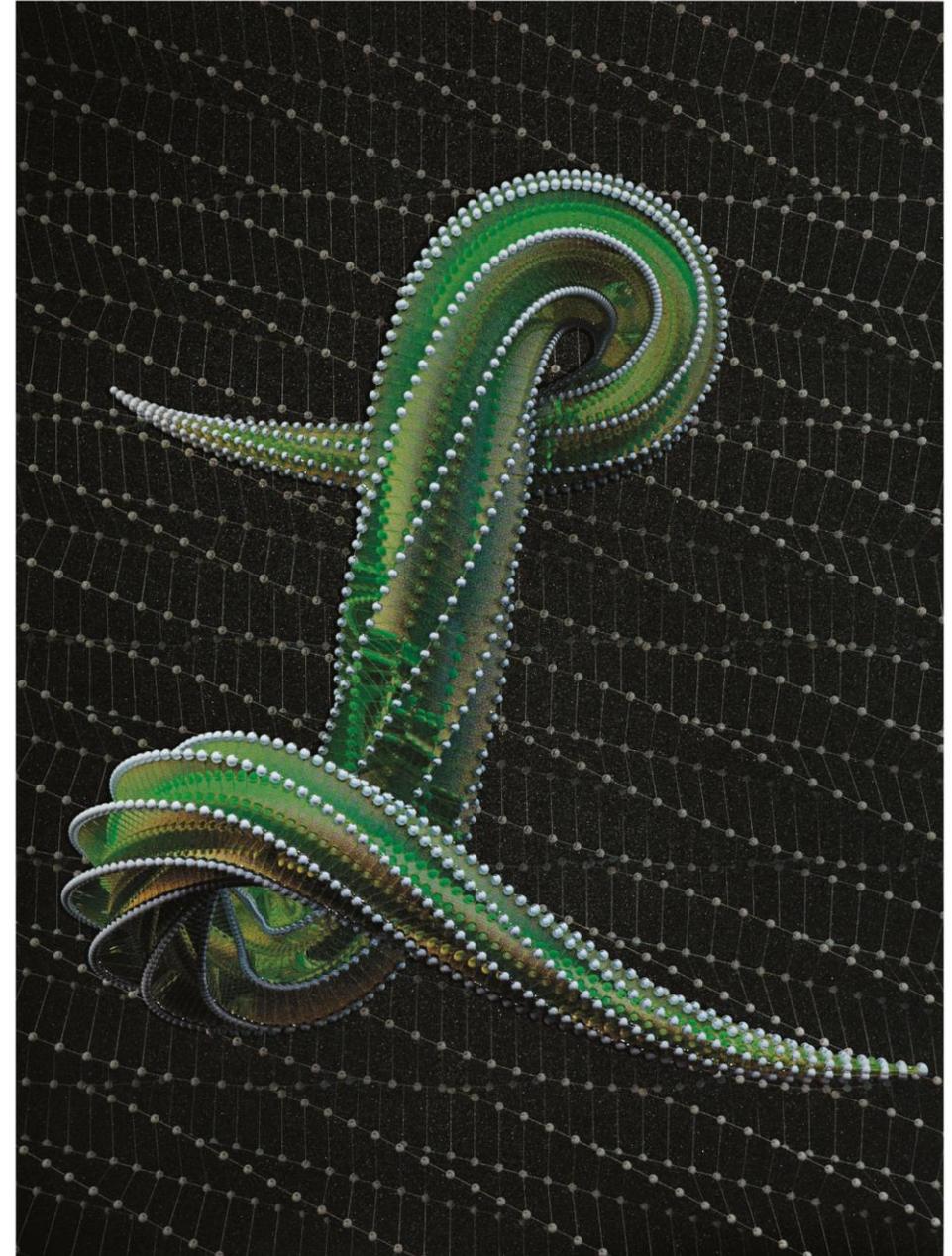
- Use to accent areas
- Great for copy
- Create visual and tactile effect

### *Press Notes:*

DESTRO + CMYK + Dull Varnish On Black Background + Spot  
BRAILLE UV Coating

40 -80 BCM (60 BCM)

Requires a Cyrel plate..



# “M” PRINCE

## PURPLE TO BLUE SWITCH COATING

Like a shooting star, this coating is a color-shifter—changing its color when you change the angle it is seen from.

### Highlights:

- Larger than normal glitter particulate
- Available in multiple switch colors
- Works great over dark colors
- Switch colors from different angles
- Best results over black or dark colors

### *Press Notes:*

CMYK + Reflex Blue + PRINCE Coating

20-60 BCM (60BCM)

Colors: Purple/Light Blue, Purple/Dark Blue, Wine/ Purple

Green/Teal, Purple/Teal, Gold/Copper, Copper/Purple

Requires a Cyrel plate..



# “N” RAINBOW

## RAINBOW COLOR GLITTER

An ultra-reflective, multi-colored glitter effect with the sparkle of a thousand crown jewels.

### Highlights:

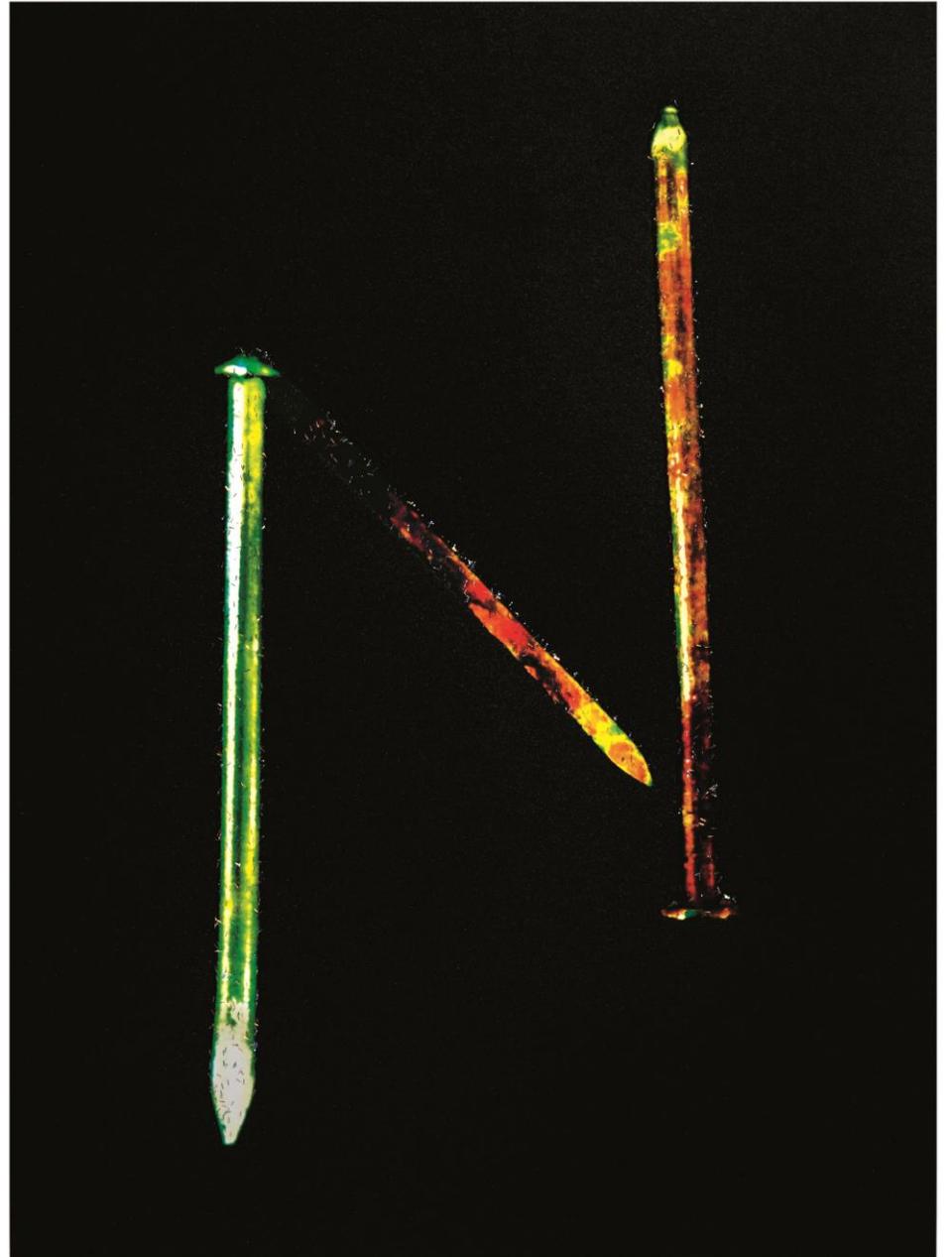
- Giant glitter particulate
- Highly reflective
- Great for shelf display items
- Best results over larger areas

### *Press Notes:*

CMYK + Dull Varnish On Black Background + RAINBOW Coating

70-80 BCM (70 BCM)

Requires a Cyrel plate..



# “O” THE NOSE KNOWS

## SCENTED VARNISH

This smells interesting: A rub and sniff coating with thousands of scent possibilities like the warm, inviting citrus of a freshly peeled orange.

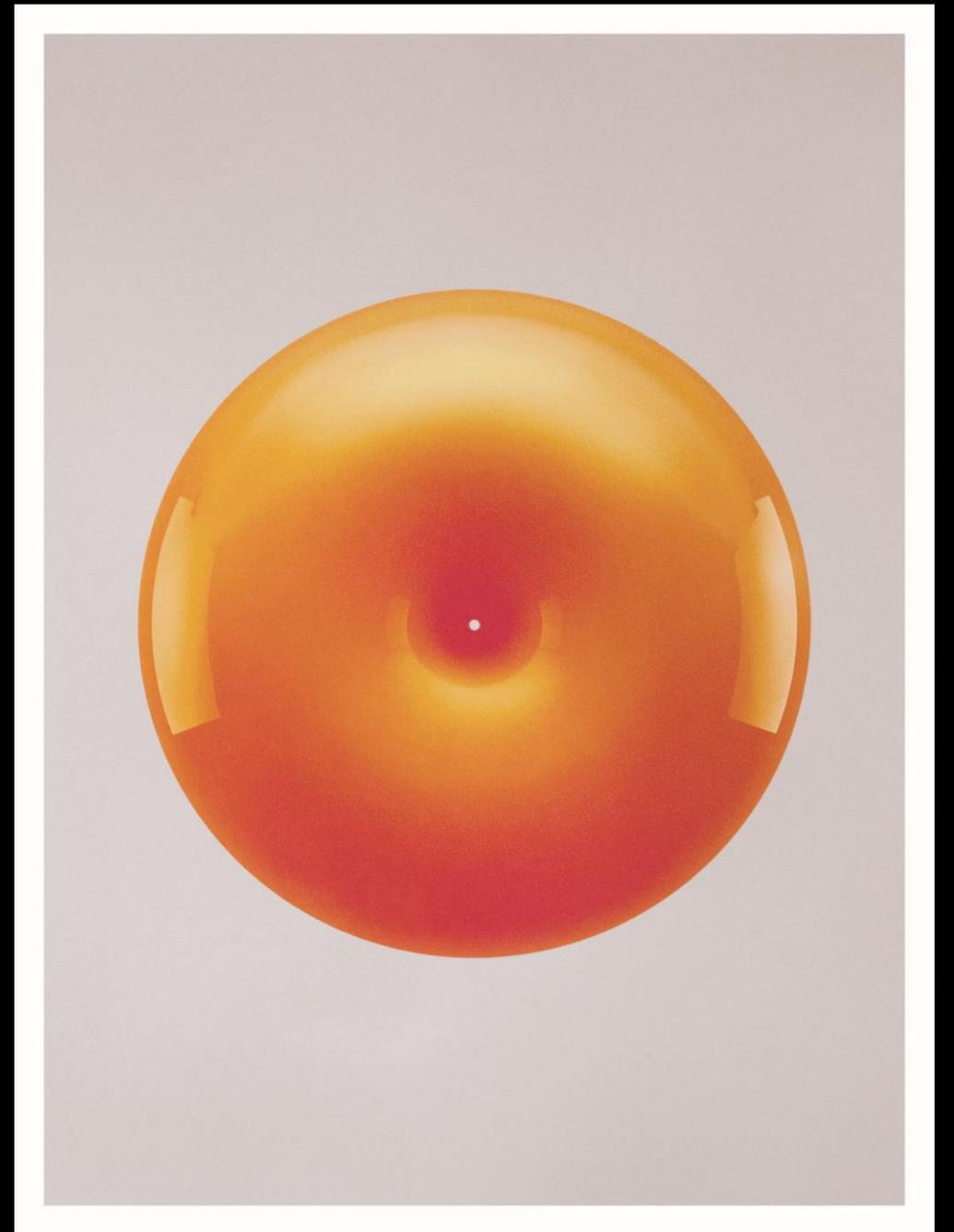
### Highlights:

- Thousands of scents
- Encapsulated last forever
- Creates brand remembrance
- Must apply in solid areas

### *Press Notes:*

CMYK + Dull Varnish On Background + NOSE KNOWS Varnish

Does not requires a Cyrel plate..



# “P” DESTRO

## CHROME SILVER INK

Like the New York City skyline dipped in gleaming chrome, this finish simulates the effect of foil for a futuristic, but magnetic shine.

### Highlights:

- Creates an almost foil like appearance
- Lot more metallic than 877 silver
- Very rub Resistant
- Very reflective under light

### *Press Notes:*

DESTRO + CMYK + Dull Varnish On Black Shadow areas

Does not requires a Cyrel plate..



# “Q” HOTSTUFF

## THERMOCHROMIC COATING

Remember Hyper-color t-shirts? This is a lot cooler and unlike your t-shirt from the 90's, this coating is still a perfect fit. Just rub the coating; and heat changes its color before your eyes. That's awesome in any decade.

### Highlights:

- Changes to clear at 100 degrees

( lay card down on a flat surface rub with your thumb to clear needs to get to 100 degrees)

- Available in multi temperature shifts
- Come in multi-colors
- Some what expensive

### Press Notes:

CMYK + Satin Varnish On Background + HOTSTUFF Coating

60-100 BCM (70 BCM) Requires two-three hits depending on color

Colors: Deep Red, Rose Red, Magenta, Orange, Yellow, Green, Cyan,

Blue, Dark Blue, Violet, Brown, Black

Requires a Cyrel plate..



# “R” RAGE

## GLOW IN THE DARK COATING

Great ideas stay up late with this glow in the dark coating. Traditionally green but available in other colors

### Highlights:

- Ideal over lighter colors
- Available in multi colors
- Requires light to charge
- Some what expensive

### *Press Notes:*

CMYK + Dull Varnish On Black Background + RAGE Coating on Letter

50-80 BCM (60 BCM)

Colors: Yellow, Green, Blue, Orange

Requires a Cyrel plate..



# “S” ALABASTER

## MOTHER OF PEARL VARNISH/COATING

The feeling of a seashell with a mother of pearl coating gives this coating an almost ocean-like vibe.

### Highlights:

- Available in varnish and coating

(Background is spot pearl varnish, letter is spot coating)

- Available in multi-pearl colors
- React better over black or light colors
- Reflective in most light

### *Press Notes:*

CMYK + ALABASTER Varnish On White Background + ALABASTER Coating on Letter

10-30 BCM (14BCM)

Colors: Mother Of Pearl, Icy White, Silver Pearl, Shimmer Pearl

Requires a Cyrel plate



# “T” RESISTANCE

## GRIT COATING

If you want to feel something more abrasive than this coating, you’re going to have to climb a mountain without gloves. Gritty, rough and ultra-abrasive, this one could give low grit sand paper a run for its money.

### Highlights:

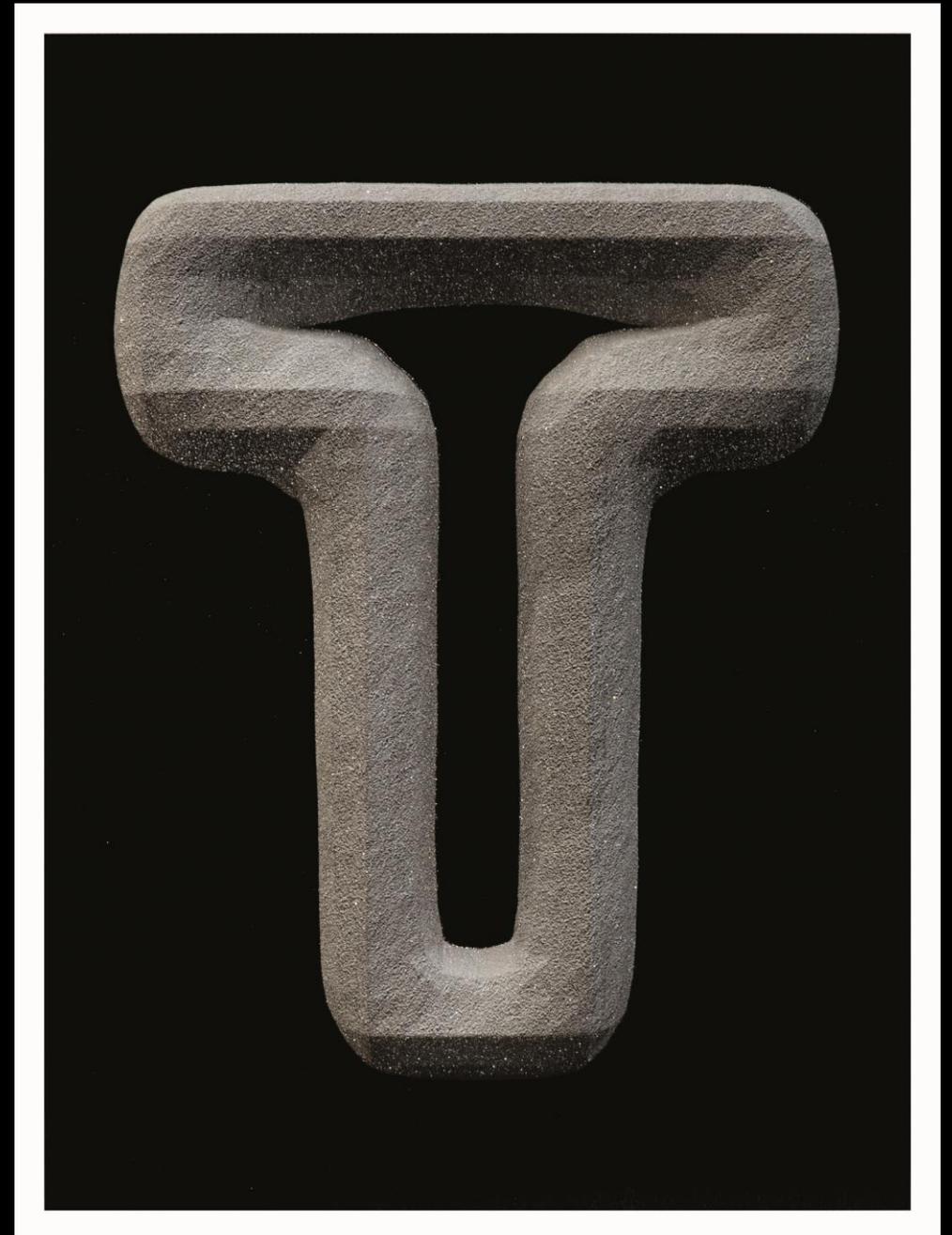
- Grit with a little sparkle
- Available in multi-grit levels
- Creates photo realistic effect
- Creates Brand awareness

### *Press Notes:*

CMYK + Dull Varnish On Black Background + RESISTANCE Coating on Letter

50-80 BCM (70 BCM)

Requires a Cyrel plate



# “U” VOLCANO

## A VIOLENT TINTED RETICULATION VARNISH

Close your eyes and imagine yourself on a lava-covered volcano. You will start to understand this coating's multi-colored oil, water repellent properties and awe-inspiring experience.

### Highlights:

- Create a violent reticulating pattern
- Creates large pebble grain effect
- Available in clear or pearl tinted
- Combine multiple reticulating varnishes
- Varnish mask determines reticulated area

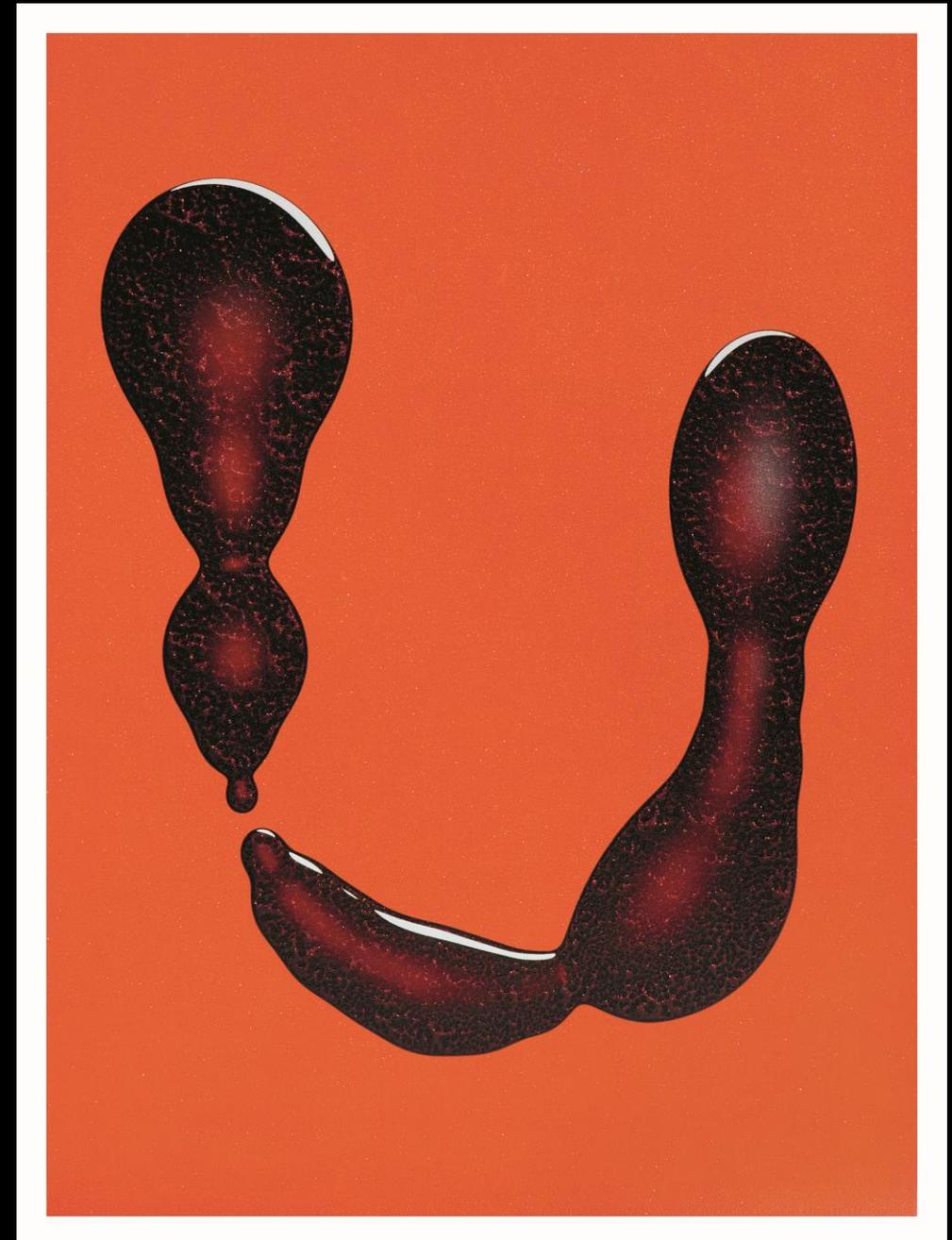
### *Press Notes:*

CMYK + SURFACE Varnish On Orange Background + VOLCANO Varnish On Letter + Overall Spot Gloss UV Coating

10-30 BCM (14 BCM)

Colors: Orange, Blue, Red, Green, Purple, Bronze, Gold

Requires a Cyrel plate if gloss UV coating can't be applied overall



# “V” METALLIKA

## METALLIC INK EFFECT

Create multi-colored foil effects when printing over chrome silver.

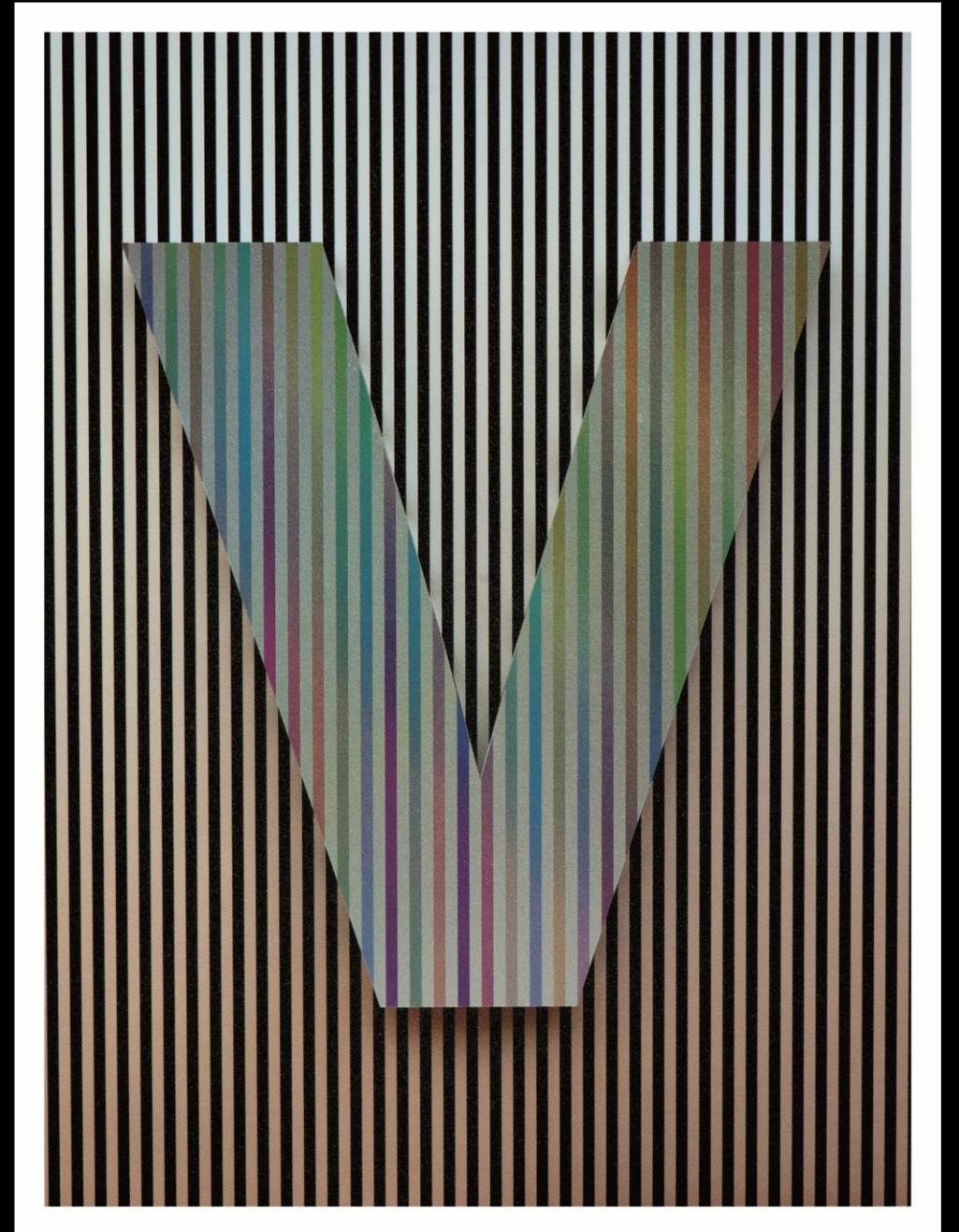
### Highlights:

- Use light to medium colors over chrome
- Creates multiple metallic colors from process
- Images need special consideration when masking
- METALLIKA ink jobs can be mixed with varnishes and specialty coating effects
- METALLIKA works great with multiple stocks

### *Press Notes:*

METALLIKA Ink + CMYK + Dull Varnish On Black Lines

Does not requires a Cyrel plate



# “W” KNOTTY

## WOOD COATING

Forest-inspired and rustic, this coating and varnish has a wood-like effect.

### Highlights:

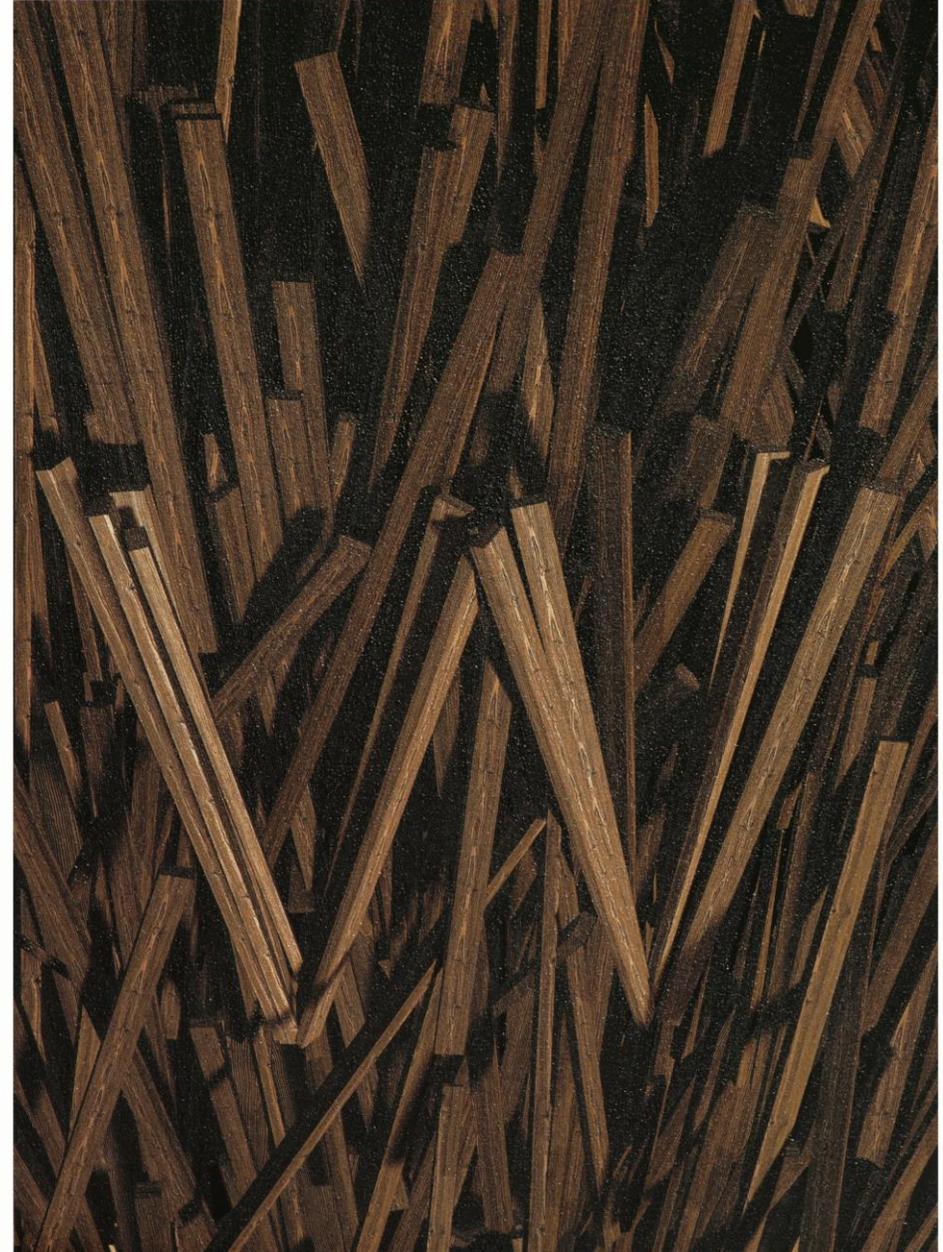
- Require wood grain masking time
- Can create endless woodgrain effects
- Works great with larger wood grains
- Create lacquered or dull effects
- Great for branded coating effect

### *Press Notes:*

CMYK + Dull Effect Varnish + KNOTTY Clear Coating

10-60 BCM (30 BCM)

Does not requires a Cyrel plate if clear coating is used overall



# “X” SHUTTER

## PHOTOCHROMIC COATING

Our solar-powered coating is more than just an innovator—it’s a bit of a chameleon. Sunshine’s been known to change moods, and with this coating it changes colors too.

### Highlights:

- Available in multiple colors
- Available in gloss or dull finish
- Works great with lighter colors
- Interactive more likely to keep
- Testing soon to run in the our ink train

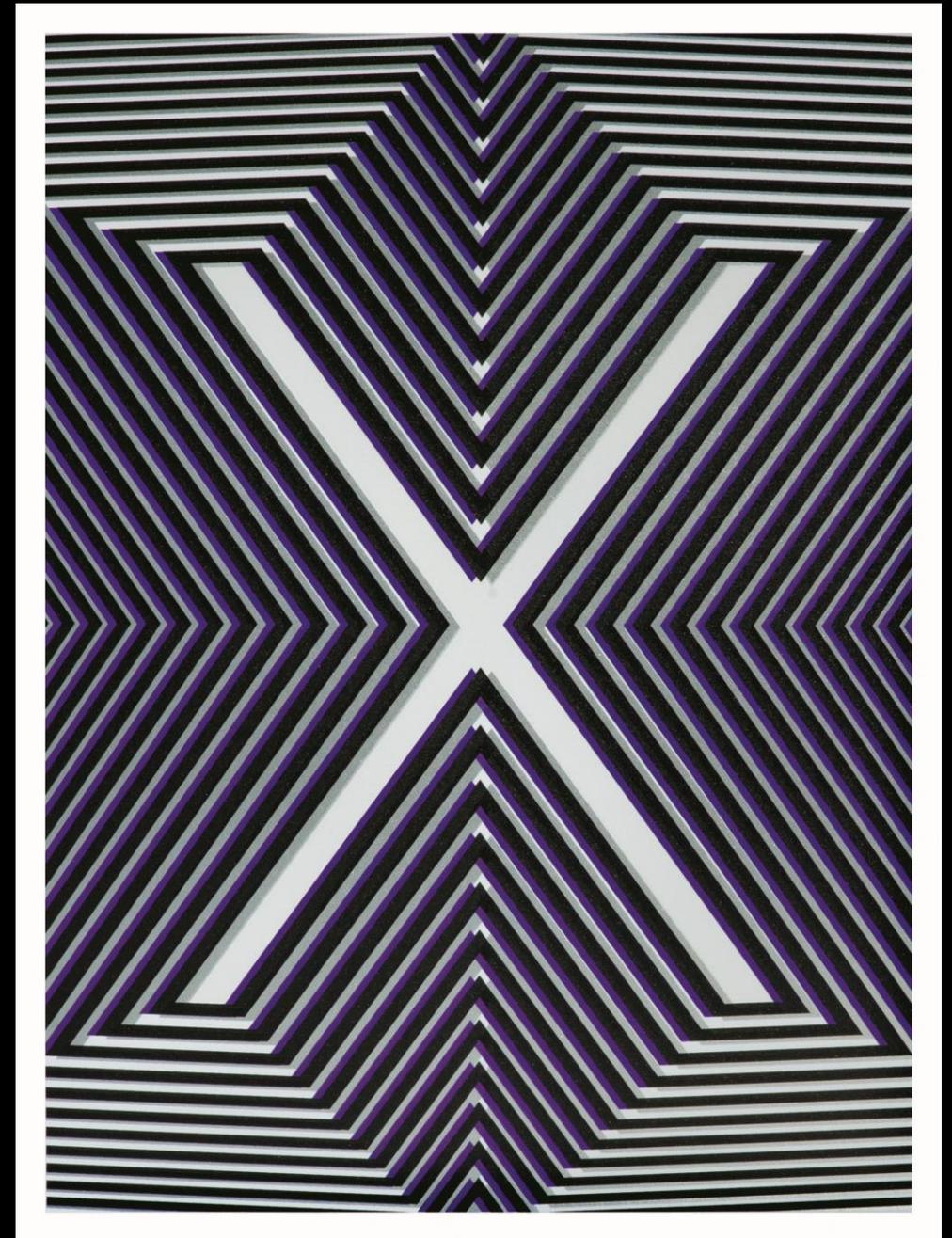
### *Press Notes:*

DESTRO Silver + CMYK + Dull Varnish On Black + Gloss Varnish On Purple + SHUTTER Coating On Letter

Colors: Red, Blue, Orange, Purple, Tiffany Blue

10-30 BCM (14 BCM)

Requires a Cyrel plate



# "Y" BLASTED

## SAND COATING

On a beach vacation, you feel every grain of sand that slides through your fingers and between your toes. This light sand coating can take you back, if only for a moment.

### Highlights:

- Available in multiple grain effects
- Available in gloss or dull finish
- Can require special masking time
- Tactile more likely to remember
- Great brand coating

### *Press Notes:*

CMYK + PMS 103 Yellow + Gloss Varnish On Yellow + Blasted Coating On Letter

10-30 BCM (30 BCM)

Requires a Cyrel plate



# “Z” RATTLER

## SNAKE SKIN COATING

It's got the swagger of a designer handbag with a snakeskin pattern, and all the confidence and panache that comes with it.

### Highlights:

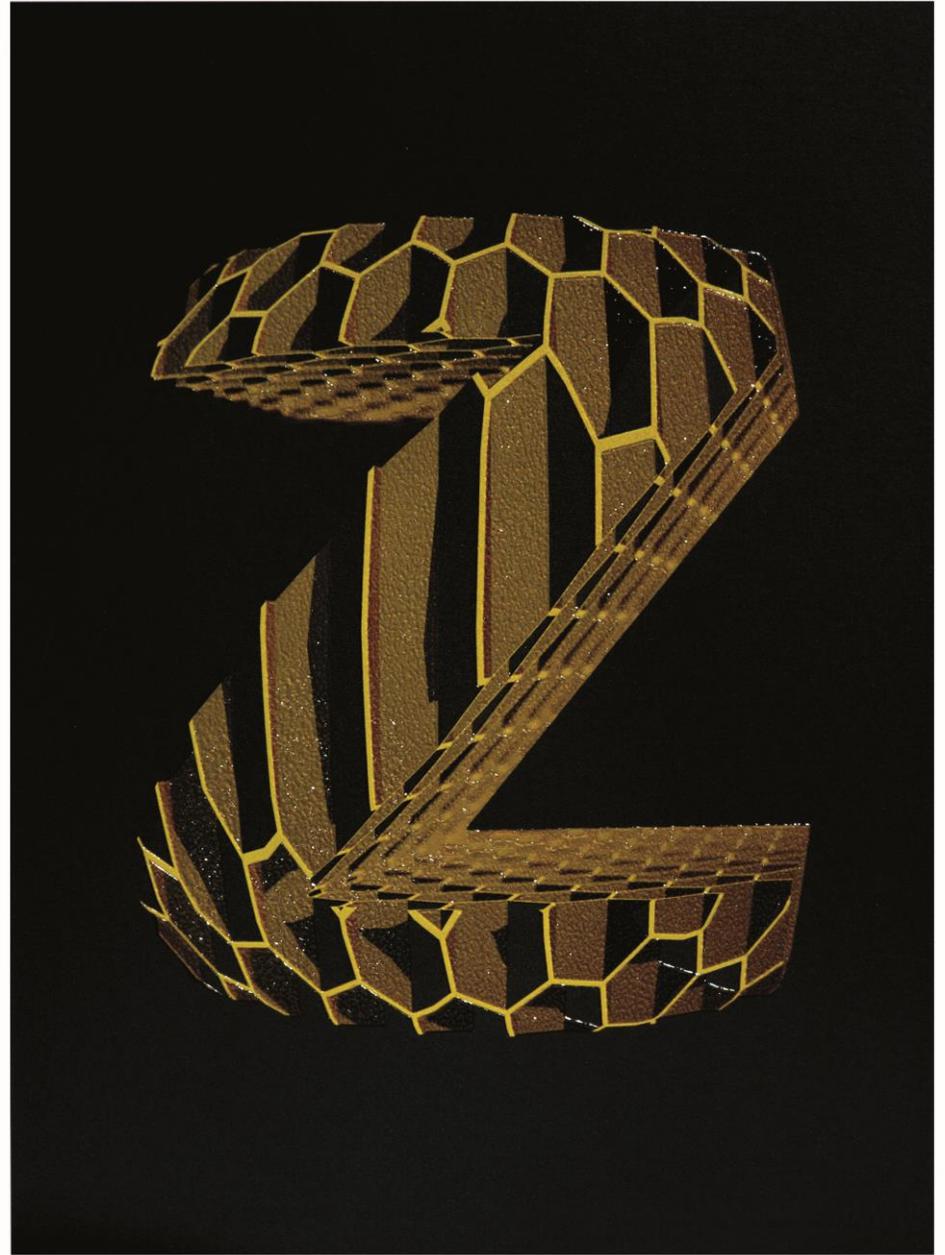
- Available in multiple grain effects
- Works great with dull varnish effect
- Can require special masking time
- Tactile more likely to remember
- Great Brand coating

### *Press Notes:*

METALLIKA + CMYK + Dull Varnish On Background+ Gloss Varnish On Yellow + RATTLER Coating On Letter

20-70 BCM (60 BCM)

Requires a Cyrel plate



# “&” BLISS

## SOFT FEEL COATING

Beautiful, soft and silky like the face of a model, this coating has a luxurious, pearly finish for a texture that you have to touch to believe.

### Highlights:

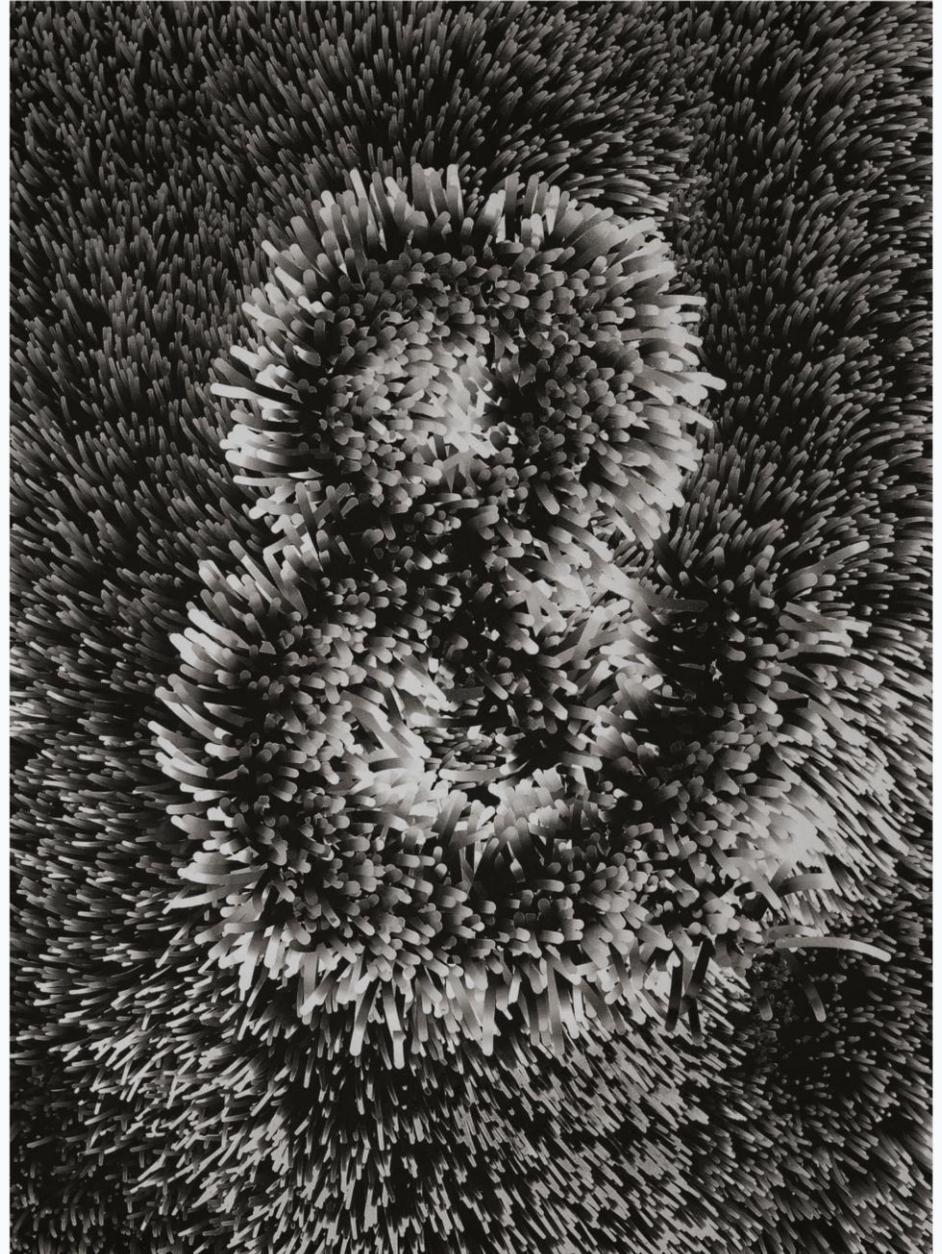
- Available in multi-touch feels
- Works great with gloss varnish effect
- Work great on light to medium colors
- Tactile more likely to remember
- Great Brand coating

### *Press Notes:*

CMYK + Spot Gloss Varnish In White Areas + BLISS Coating on Shadows Areas.

10-20 BCM (10 BCM)

Requires a Cyrel plate if not used overall



# “\$” FLIP/FLOP

## LIGHT BLUE TO PURPLE COATING

When light hits the paint on a fine automobile, the car sparkles before your eyes in a way you can't stop looking at. When you want that magnetic sparkle, you need this coating.

### Highlights:

- Available in multi-switch colors
- Works great over dark colors or black
- Responds great in light
- Creates Brand remembrance
- Great brand coating

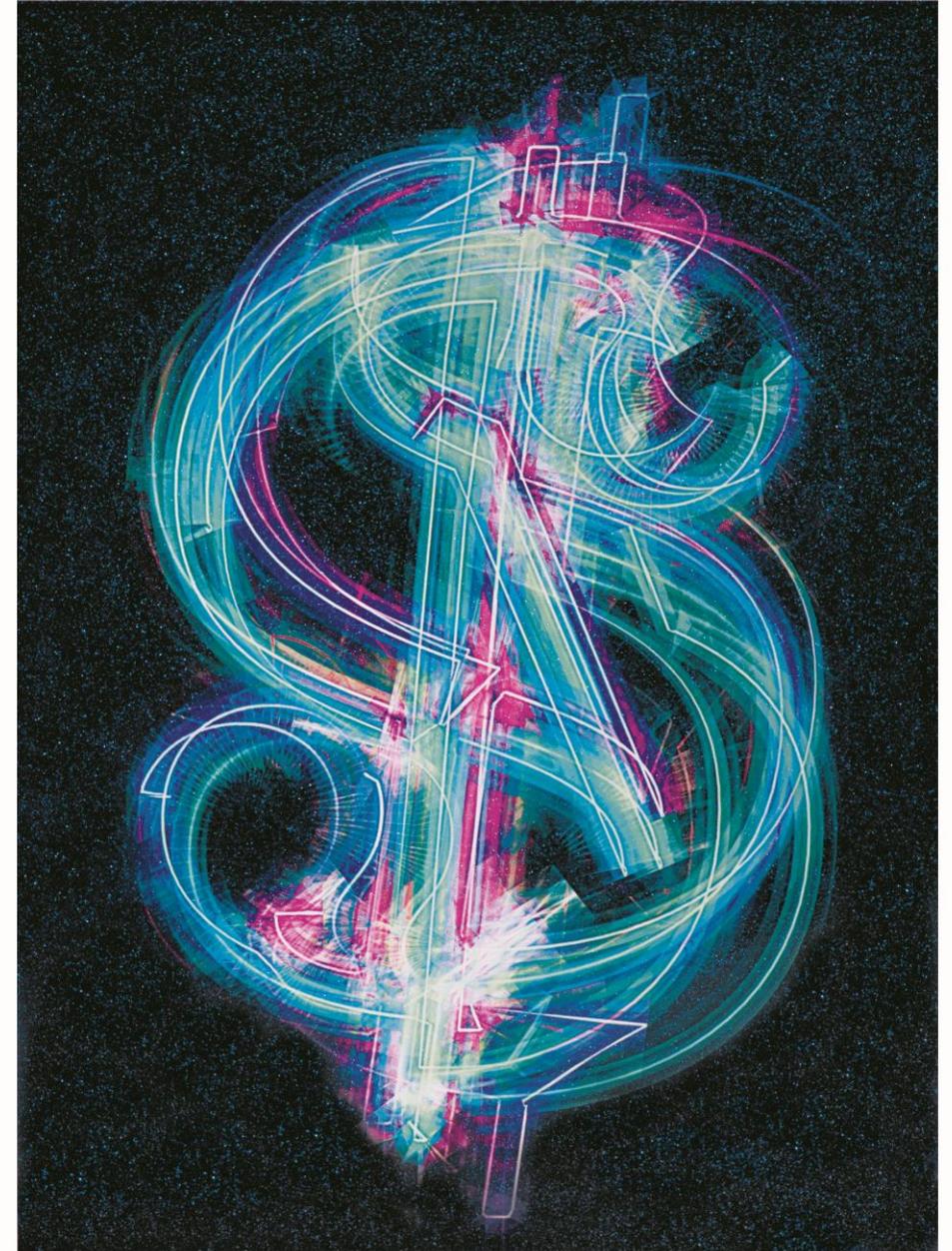
### *Press Notes:*

CMYK + FLIP/FLOP Coating On Image

10-30 BCM (14 BCM)

Colors: Teal/Green, Orange/Gold, Red/Copper,  
Silver/White, Green/Violet

Requires a Cyrel plate if not used overall



# “!” TRESS

## HAIR COATING

It can be printed to a degree that is as fine as a human hair. It's as if there's something beneath the surface. An electricity. A little bit of static. An energy that draws you in, over and over again.

### Highlights:

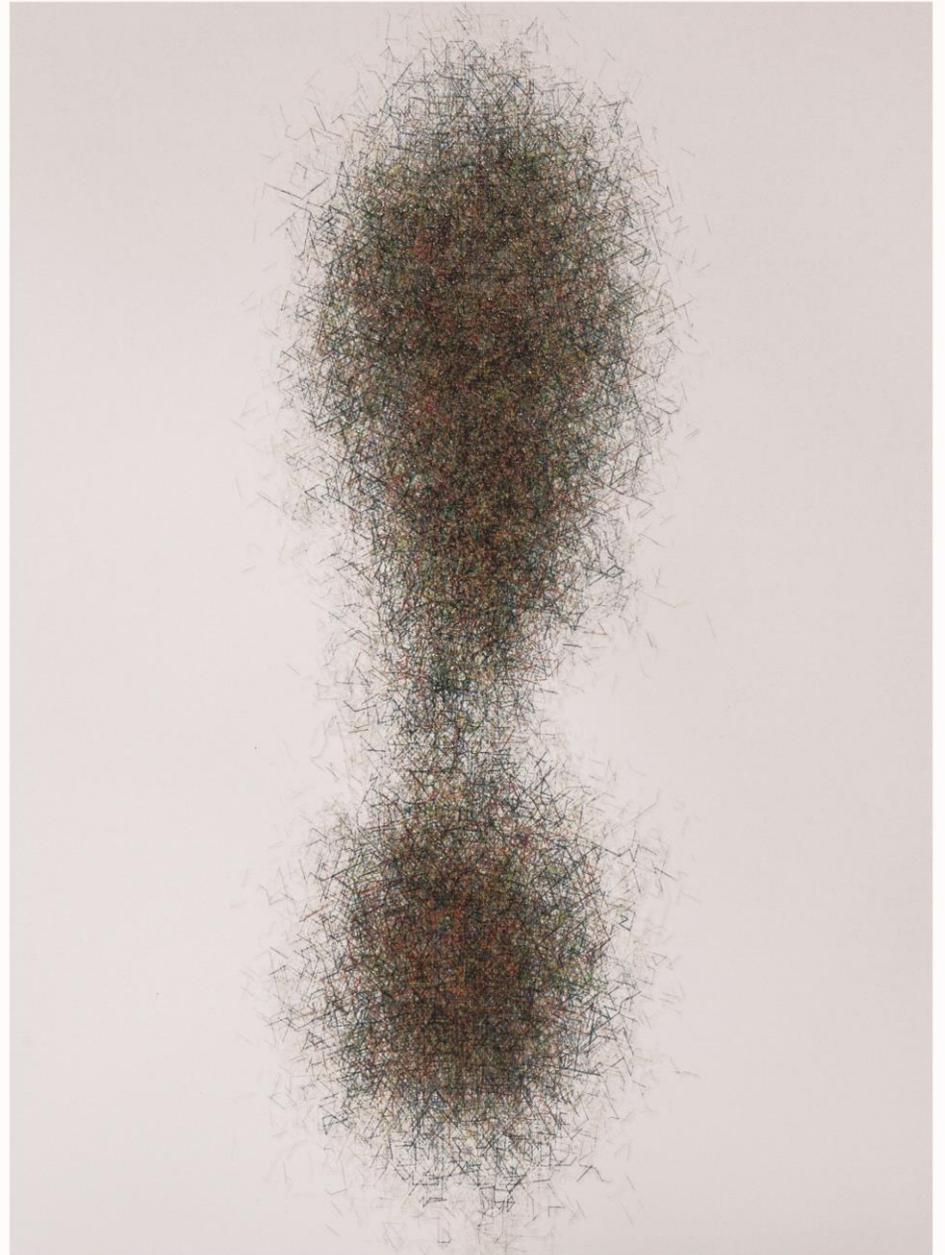
- Create finger static
- Works great with fine detail
- Creates Brand remembrance
- Great Brand coating

### *Press Notes:*

CMYK + TRESS Coating

10-60 BCM (60 BCM)

Requires a Cyrel plate



# “#” THIS/THAT

## A TEAL TO BLUE SWITCH COATING

It has a rich depth, that appears as if there is something beneath the surface. An energy that draws you in, over and over again.

### Highlights:

- Available in multi-switch colors
- Works great over dark colors or black
- Responds great in light
- Creates Brand remembrance
- Great Brand coating

### *Press Notes:*

CMYK + THIS/THAT Coating On Image

10-30 BCM (14 BCM)

Colors: Teal/Blue, Orange/Gold, Red/Copper,  
Silver/White, Green/Violet, Blue/Purple

Requires a Cyrel plate if not used overall

