



# A flash of brilliance

Eazyprint.co.uk used GMP's patented Sleeking system to produce these luxury cord packs

**Brendan Perring** analyses how the speciality and decorative print finishing sector is leading the charge when it comes to print's renaissance



**F**Picture the scene if you will, dear reader. The daily post comes through, you sift through it and see an attractive heavy stock paper red envelope with the address seemingly hand-written. Your interest peaked, you put the other stock mail down and open it up to reveal a personalised mail piece inviting you to a supplier's pre-Christmas 'mince pie and mulled wine' open day. It has been spot varnished, the headline text has been hot gold foiled, and the design has been die-cut in the shape of a snowflake to reveal a portion of the text beneath. And they went one step further, as you open the card it even hits you with the citrus and spice smell of mince pies and mulled wine.

The overall impression is instantly, 'wow', they have spent some time and money on this. And so instead of it going in the bin, it goes onto your desk or into the pending tray—and most importantly the open day goes in the diary. The supplier has just maximised the chances of you coming to their event, and the cost of the direct mail piece has been well justified.

Now, as most of you will be printers, designers, industry suppliers/manufacturers, or print buyers of one ilk or another, then you will be even more susceptible should this mail piece come through, being connoisseurs of the printed word as you are. And that is just why this is such a vitally important subject for you to consider. Special and decorative print effects are leading the

charge when it comes to the renaissance of print demand in this country and worldwide, as they raise the perceived value or print and increase its effectiveness—appealing to multiple senses and thus remaining in our memory banks far longer than the ultra-low impact e-shot will.

## A Sleek operation

Now, one print firm to have seen this trend on the rise is Eazyprint.co.uk, a digital print company that focuses on high quality, short-run work. The company produces both small- and large-format print, and specialises in books and marketing pieces with specialist high end finishing requirements such as foiling or spot gloss. The customer base is made up of a range of corporate clients such as Reed Elsevier Group, Lexis Nexis, Igloo Books, Bonier Publishing, RS Components, Avon Cosmetics, and Speedo to mention a few.

Eazyprint.co.uk's general manager, Sacha Pretot, says the company has always tried to keep as much of the production process as possible in-house: "We have a team of three in our studio, and the firm is underpinned by three Konica Minolta small-format digital printers and three HP large-format printers. We have been working hard and have done a lot of research and development on perfecting new and exciting ways of finishing and

making our clients final products have the 'wow factor'.

Some 18 months ago, the company was approached by GMP in relation to a new machine that offered its new Sleeking technology, the firm's trademark name for its system that enables the production of digital foiling, spot glossing, holographic foiling, and other special finishes.

Pretot continues: "We really felt that we had to grab this opportunity and we bought the first machine that landed in the UK. Since then we have experimented and perfected a new range of finishes to compliment and boost our own marketing as well as producing some stunning pieces for our customers.

"It has taken time, patience and a lot of research and development to achieve the exceptional print finishes we can now achieve with this machine. We researched various paper types, as well as having to repeatedly adjust the machine settings until we achieved the best results. We have received many accolades on the work we produce and believe that we are now one of the UK's leading experts in this area of finishing."

Specifically, the firm uses the GMP Q-topic and has seen a growth in demand for products such as corporate presentation packs, show and function invites and programs, and individually personalised targeted marketing pieces.

Pretot continues: "Personalisation of a marketing piece always takes it up a level, but applying a foil for instance to the individual name makes it all the more impressive.

"There are various ways we achieve the results and as the primary user of the Q Topic in the UK along with the experience we have acquired we are able to produce finishes that few of our competitors can reach. This is down to our 'trade secrets' all achieved through hard work and lots of patience."

A good example of the firm's clients is Carynx UK (see headline picture), for which it created a personalised piece for a targeted marketing campaign to promote their exclusive collection of champagne coolers.

"They wanted a printed campaign that would quickly catch the eye of their target audience and clearly demonstrate the exceptional quality of their product," explains Pretot.

He adds: "They discussed the idea of producing a short run of 150 high quality playing cards packaged in a book. Upon hearing their brief and reviewing some of their ideas we suggested an



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alternative option of producing a box with various digital finishing techniques such as Spot Gloss and Gold Foil Sleeking. It was explained that each pack of cards could be individually personalised using our gold foil sleeking methods to produce a striking effect, transforming the product into something truly memorable and of course giving them a much higher return on their investment."

A full deck of cards was produced showcasing the Carynx range of products on the face of the cards. The Carynx, traditional, red and black colours were replaced with gold and silver foil and the reverse side of the card strongly promoted the customers brand. Each card was soft touch laminated and finished with gold foil and a repeated spot gloss pattern theme that ran throughout the complete marketing pack. Each box then held a deck of cards that was separated into the four suites.

Each suite had its own compartment built into the box where it could be carefully removed using a base ribbon to lever the cards up. In addition, a further five marketing pieces were printed with these cards being placed over the playing cards, one of which was a personalised introduction card. Every element of the pack followed the same theme using the gold and silver sleeking foils, soft touch laminate, and featuring the spot gloss techniques. Finally, each box was sealed with a personalised box sleeve. Each sleeve

(Above) This award-winning job for Carynx UK was created with a GMP Q-Topic machine. Eozypriat won the contract solely on the basis that it was a specialist in decorative print finishing

(Left) The Heidelberg Versafire yellow neon effect can be used for applications such as invitations, dazzling bills and posters, or eye-catching advertising leaflets—the toner glows under UV light