

ULTRA FINISHING



INFO PACK 2021

Welcome to Ultra Finishing.

Based centrally in the Midlands our location, combined with our own fleet of delivery vehicles, make us perfectly suited to provide a thoroughly reliable and high-quality print finishing service to our customers.

Ultra Finishing prides itself on being able to support your day to day finishing requirements. Our investment in people and machinery has given us a respected reputation for quality and reliability. Our highly skilled machine operators have worked here for over 20 years and you can have complete confidence when you place your work in their hands.

Our work ethos is to listen and communicate with our customers and become an extension of their business. Most of our customers are long term alliances and the working relationships we have built remain strong. Quality comes first in our world, from our suppliers and materials used, to accuracy and presentation of finished substrates. We have earned our reputation one job at a time but continue to look for ways to improve.

Find us at:

Ultra Finishing
Units 1 and 2 Wynter road
Rugby
Warwickshire
CV227EB





Ultra Finishing offer a combination of print finishing techniques to enhance, protect and embellish your products. Finishes can be applied layer upon layer to construct amazing visual and textual effects on printed articles, it all depends on how inventive you are at the design stage of the artwork. However, we are always on hand to give technical advice prior to final decisions. Here is a list of all applications we can offer at Ultra.

Opp Lamination – offering a full range of films in both thermal and water-based variants.

- Matt
- Gloss
- Silk
- Matt Anti-Scuff
- Soft Touch
- Various textured i.e., Linen, leather, rough touch (Not stocked but are available to order)

Screen (Spot UV) – offering a variety of specialist finishes.

- Gloss Spot UV
- Matt Spot UV
- Hi Build Spot UV
- Glitter Varnish
- Remoist Gumming
- Silver/Gold Latex (Scratch off)
- Scented ink – (Scratch 'n' sniff)
- Thermochromic Ink (Heat activated ink – touch and reveal)

Foil Blocking – various colours – swatch available on request

- Coloured foils
- Textured foils
- Embossing
- Debossing

Supplementary services

- Die Cutting & Creasing
- Perforation
- Encapsulation
- Guillotine

What is behind our logo?



Listening is an important part of our day. We listen to our customers to ensure we understand the details of the projects we will be working on. We listen to our machine operators to confirm that we are accomplishing the best results for our customers. We listen to our drivers to understand what is going on logistically so we can have real time information of deliveries and collections. We listen to our suppliers, who are continually working toward new innovative products so we can bring them to our customers. We think good listening skills are imperative to our company's continued success.



Decorative print finishing is primarily used to apply a visual sense of value on the surface of printed material, driving the focus of consumers attention towards the finished item. Ultra has years of experience in this field. Some of our team were involved in the first uses of many of the finishes you would call "specialist". Our technical sales team has advised many designers with ideas for high end campaigns and how to achieve the best results. We love to work with our customers to create amazing visual images.



When you assign your print project to Ultra it will be received and produced by highly experienced machine operators who take pride in producing a perfect finish every time. Each project is put through a series of quality checks prior to and during production. We have a long history working with print and our quality shows through in the finishes that we produce. Our customers can be completely confident that we have quality trained attentive machine operators who take pride in their work.

Lamination.



Thermal or Wet adhesive?

Thermal Lamination has a set amount of Eva (adhesive) applied at the manufacturing stage – this is then activated by heat on the machine and bonded to the sheets. This type of lamination was developed mainly for printers who needed in house equipment that was easy to operate, usually a digital house with small runs.

Wet lamination is the traditional way to laminate sheets and is much more versatile in the type of work that can be produced. The adhesive is applied inline via a coating roller then air and heat dried before being pressure applied to the web. The benefit of this is being able to control the amount of adhesive that you apply. Sometimes there will be excess spray powder, particularly on dark areas of printed ink – this can be “flooded out” by increasing the amount of adhesive applied. Wet adhesive also dries in a different way and remains slightly more flexible after process, making a perfect bound book cover more flexible when binding.

Type	Compatible with					Thickness	Min Grips & Lay
	Spot UV	Die-Cut	Emboss	Foil blocking	Gluing		
Thermal							
Gloss	No	Yes	Yes	with care	with care	24-25 micron	10mm
Matt	Yes	Yes	Yes	Yes	Yes	26-27 micron	10mm
Silk	Yes	Yes	Yes	Yes	Yes	26-27 micron	10 mm
Velvet Matt	Yes	Yes	Yes	Yes	Yes	28-30 micron	10mm
Anti-Scuff Matt	Yes	Yes	Yes	Yes	Yes	28-30 micron	10mm
Thermal Digital							
Gloss	Yes	Yes	Yes	with care	with care	24 micron	10 mm
Matt	Yes	Yes	Yes	Yes	Yes	25 micron	10 mm
Velvet Matt	Yes	Yes	Yes	Yes	Yes	42 micron	10 mm
Anti-Scuff Matt	Yes	Yes	Yes	Yes	Yes	44 micron	10 mm
Wet							
Gloss	No	Yes	Yes	with care	with care	12 micron	10mm
Matt	Yes	Yes	Yes	Yes	Yes	15 micron	10mm
Silk	Yes	Yes	Yes	Yes	Yes	15 micron	10mm
Velvet Matt	Yes	Yes	Yes	Yes	Yes	18 micron	10mm
Anti-Scuff Matt	Yes	Yes	Yes	Yes	Yes	16 micron	10mm

Velvet is not compatible for both sides spot uv - please speak to our production team before to discuss.
Sheet sizes - SRA4 - B1

Silk Screen (Spot UV)



Do's and don'ts – We think you will find this useful when planning, producing, and designing.

- When planning the lay-out of a sheet, please ensure that the position of the varnish is clear from the grip and side lays as we can only print inside the sheet area.
- All Spot UV work should be supplied with an imposed PDF file showing the areas to be varnished.
- Die- cutting – Try to stay clear of the varnish area. Once it has cured it can be very brittle and any aggressive cutting, folding or pressure could cause the varnish to crack or peel off.
- Spot UV can be embossed or debossed.
- Wax or silicon in inks will repel the varnish and cause reticulation – it is advised to speak to your ink suppliers and discuss inks that are compatible with UV varnish.
- We can apply spot UV varnish alongside work that has been foil blocked, however foil cannot be applied directly onto the surface of the spot UV varnish. We ask you to take this into account when planning the layout of varnish.
- When applying silver/gold latex the sheet must be either pre laminated or pre coated with a release varnish or the latex will not scratch away from the board.
- UV Varnish is compatible with most aqueous and oil-based coatings – however we recommend that you speak to your ink suppliers for compatibility prior to coating sheets that require Spot UV varnishing.
- Upon delivery, please unstrap and remove shrink-wrap, particularly two-sided work. It is also a good idea to put air into the stack if you are not going to use it right away.
- We can spot UV uncoated board with stunning results. Please speak to our production or sales team for more information.
- Glitter varnish is available on request – this involves pushing particles of glitter through a screen so the particle size is an important consideration and fine detail work should be discussed prior to printing. Silk Screen (Spot UV)

Foil Blocking



More do's and don'ts to help prepare and plan for perfection.

- We use magnesium dies as standard although copper dies are available and our production staff will advise you how to achieve the best results.
- Full range of colours are available, and we can provide a swatch for you to work from.
- For work where UV varnish is not suitable, we have clear foil which gives an alternative effect to varnish.
- Lead times can vary depending on the intricacy of the project. Our production staff will advise when you are booking in work.
- When quoting you will need to tell us the following:
 - Foil Colour
 - Foil Area dimensions
 - Sheet layout – (How many up)
 - Sheet quantity
- Where possible, try to avoid reversing print out of foil area.
- When presented with certain fine detailed foil blocking work, our production staff may advise you to purchase copper dies. This will only be suggested if we think the quality of your work would be impaired using magnesium dies.
- We advise customers to leave the foil blocked work 24hrs before the next process.
- Embossing and debossing depths are dependent on several variables. It is important that you discuss expectations with our production team so we can advise on your specific projects before your board is chosen.

Foil Blocking (Continued)



- Each substrate will allow a different depth level.
 - This can vary again if printed, depending on depth of colour.
 - Substrates split at a certain level and each material has its own surface strength that will give way at some point.
 - As standard we apply a split test at the make-ready stage. We increase packing gradually until the board splits, then remove it until we know we are embossing/debossing at the optimum level.
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- We ask you to provide a sample flat sheet if the job has been produced before.
 - Where uncoated boards are used, inks need to be dry before any foil is applied. Please allow up to 48 hours between printing and foiling.
 - Fine detail work does not emboss well, particularly on thicker stock. A proof is recommended.
 - Our customers are welcome to press pass any work if required.

Post Finishing.



Heidelberg Cylinder A5 to B2

- Cutting and creasing
- Guillotine up to B1
- Cut out, creasing or perforating work can be supplied with a customer's existing forme or we can have one manufactured by our trusted supplier.
- If forme is supplied the rule heights for our machine are as follows - Die cutting 23.80 and Creasing 23.30

Encapsulation – available in various thickness

- Max sheet size A1
- Min Sheet size credit card
- Bespoke non-standard sizes available
- 75 / 125 / 250-micron polyester film
- Available in gloss or matt
- Sheets up to A2 are auto sheet fed.
- Max hand fed sheets A1
- Round or square edges

Transport

- 2 x Ford transit long wheelbase vehicles
- Smart, polite, careful, and friendly drivers
- Next day delivery or collection available. Free within a 50-mile radius of Rugby.

Logistics and Customer Care.

Transport is essential to our business model: we can offer a free collection and delivery service within a 50-mile radius of Rugby. We really are ideally situated to cover the Midlands and surrounding areas.

Our professional driving team will collect and deliver your work with the utmost care and reliability. Our drivers are all extremely proud to represent Ultra and have a localised knowledge of the best routes in your area. They are often the face of our company and our daily ambassadors for any feedback offered.

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