

# ULTRA



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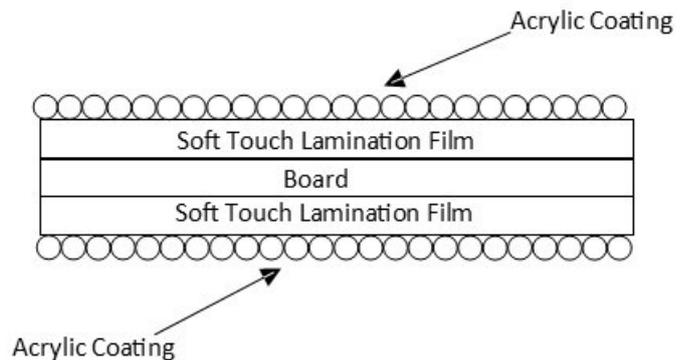
## Why does two sided Soft touch leave a ghosting effect when foiled or spot uv varnished?



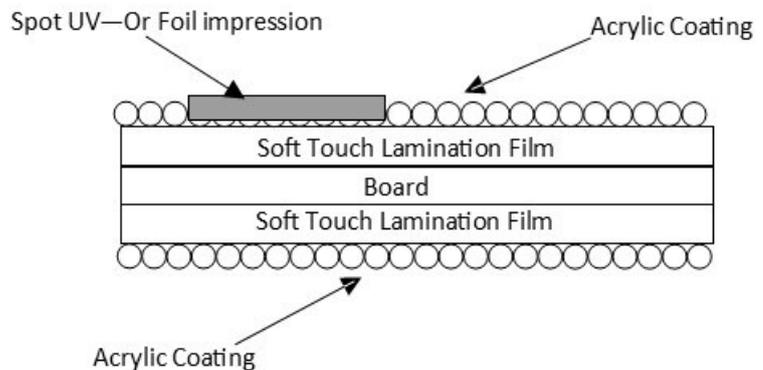
I am often asked this question and here I will try to explain the reasons for this phenomenon.

Soft touch film's are coated with an acrylic layer and for the purposes of this article, I want you to imagine that if you magnified the surface it would look like a film covered in tiny soft globules.

2 Sided Soft Touch Lamination



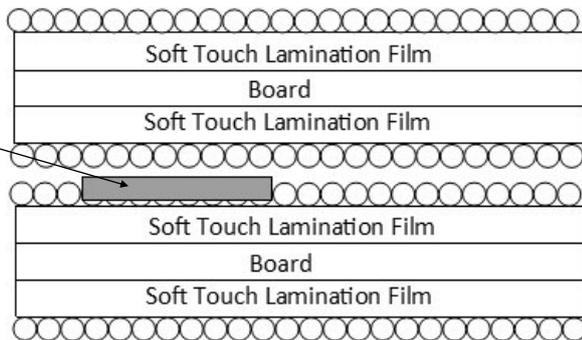
When you spot varnish or foil onto the soft globule surface, the targeted area becomes coated and creates a slightly raised surface. This area becomes much harder than the acrylic coating and changes the surface composition of that area on the sheet.



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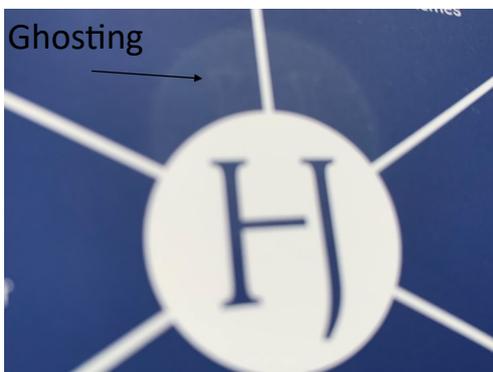


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As the sheets are processed and start to form a pile in the machine stacker, the sheets with a now harder and slightly more raised surface area where the foil or spot uv image is situated, press against the soft acrylic globules on the sheet above and make an impression on the soft touch coating.

This has just enough pressure to slightly change the surface area of the soft touch coating on the bottom of the sheet and can be seen as a colour fade or a dulling of the soft touch coating shaped exactly the same as the image it is pressed against. Here you can see how the varnished area has flattened down the acrylic coating to create a ghosting effect.



Front of sheet



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## Conclusion

Soft touch film's are a fantastic way to add value, and increase the feel of quality to your products, and used in the correct way continue to be one of the most luxurious and functional films available on the market today. The nature of the soft acrylic coating creates a really soft almost rubbery or velvety feel and is highly recommended in the use of decorative print finishing.

The Ghosting effect only happens on two sided work assuming spot uv or foil is applied. When planning artwork with your customers this should be discussed and pointed out to them to avoid disappointment later. It should be explained that the soft acrylic coating can be changed or effected by harder materials such as uv varnish and foil.

Alternately there are films available that have been modified by the manufacturers to compensate for this phenomenon, by reducing the softness of the acrylic coating – however this then takes away the soft nature of the film to some degree and may not then achieve the expected results.



Finishing Print With Quality

