

# TYPES OF LAMINATION

## UNDERSTANDING DIFFERENT LAMINATION FINISHES

### Gloss Lamination

Gloss lamination is a plastic sheet coating added to paper stocks producing a shiny, high reflective sheen, enhancing the vibrancy of colour of ink on a page. Protects the paper from stains, tears, and liquid making it ideal for products such as menus that will be heavily handled.



### Matt Lamination

Matt lamination is a plastic sheet coating adding very little sheen to the paper, giving a flat look to the artwork. Great for signage with large amounts of text, as the matt finish helps deflect any glare when situated underneath direct lighting, making the piece easier to read from any angle.

### Soft Touch Lamination

Soft Touch lamination is a plastic sheet coating that adds a soft velvet-like texture to the paper. People can't help but want to feel the product due to its appealing surface. Ideal for business cards if you want to make a memorable first impression.



### Flood UV Varnish

Flood UV varnish is a laminate applied in liquid form, then exposed to ultraviolet (UV) light, which bonds and dries the varnish instantly, sealing the ink under a protected coat. This adds real contrast, depth and durability to a design, thanks to the high clarity and eye-catching varnish, offering a smooth finish.