



solutions

CASINGS & PACKAGING MATERIALS / ViskoTeepak.com

The ins and outs of ViskoTeepak's Nova Printing & Graphics

Learn interesting aspects of printed casing that you might not have known

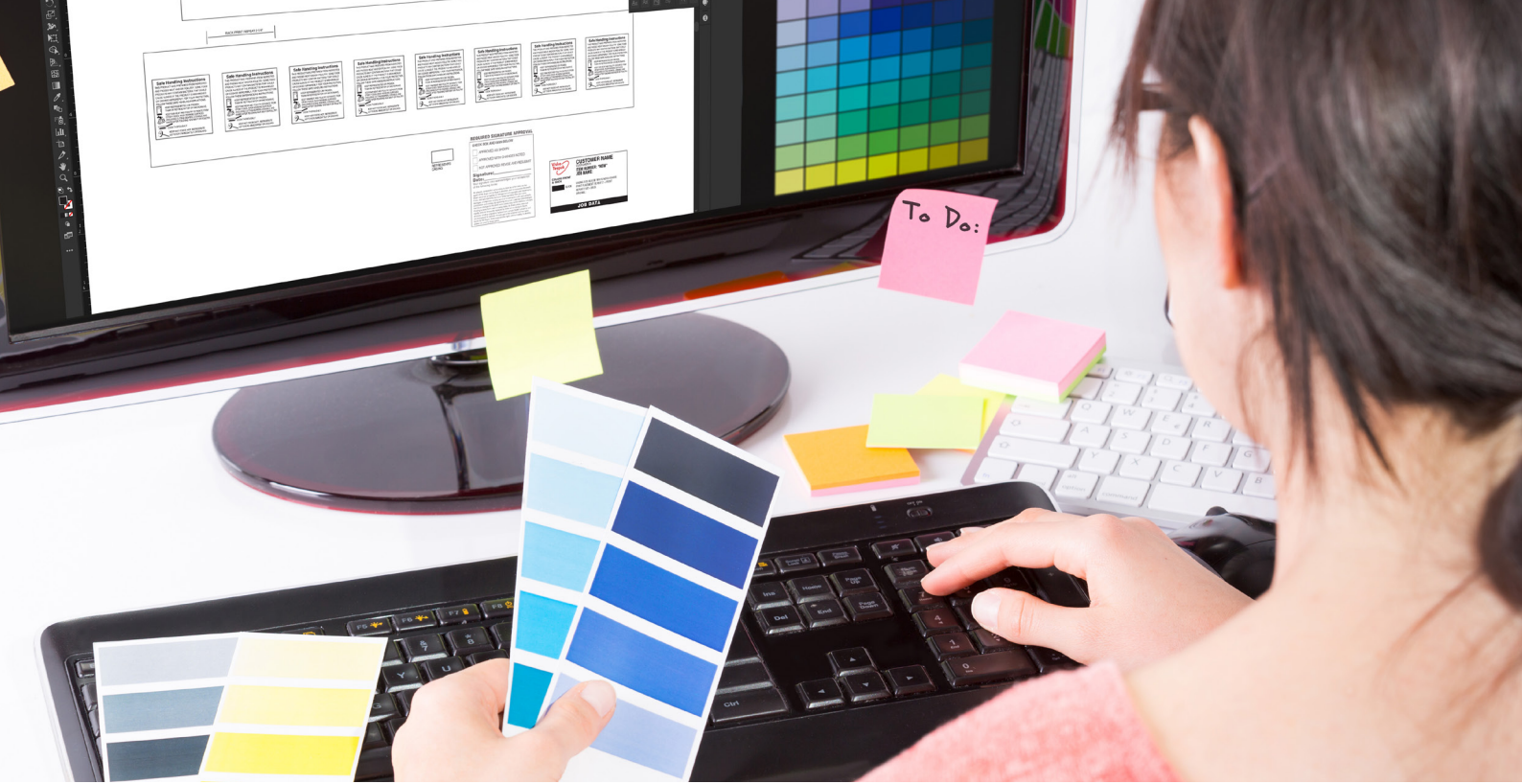
Nova Printed Product Application -
EXAMPLES INSIDE

Printing with inks using [CMYK](#) & [RGB](#)



Read more





Learning about Nova Printing and Graphics.

A high-quality printed package can make that difference in choosing your product, potentially getting you a new customer for life! With a range of barrier, adhesion, and flexibility characteristics to choose from, our Nova casing performs the functions of protecting your product, maximizing product quality, and creating an efficient solution for making a range of products.

Adding high quality printing not only provides information on the contents; an eye-catching design combined with vivid colors and images that pop can make the difference in sales. Nova casing has a long history of giving our customers performance improvement whether used internally for fast and accurate food production such as pre-sliced or diced products and cheeses to classic consumer retail applications. From deli meats, butter, cheeses, to the rapidly growing pet food and plant based product market, key components for retail products are outstanding graphics, vivid colors and photographic printing.

Our skilled graphics team works closely with customers directly and with graphic design firms to adapt and tailor any design to provide optimal appearance on a casing filled product. Integrating new designs on a tubular casing is often less common in the packaging world and both customers and design agencies rely on our expertise to develop best in class packaging

designs. Our team has many years of combined experience in designing products across a range of packaging formats, from shrink bags, films, pouches to tubular casings such as Nova and our Fibrous product. They are truly packaging experts across the wide range of product solutions we offer.

“Win over new customers and increase repeat sales with sharp packaging designs.”

Here are a few interesting aspects of printing on casing that take place in the background yet are key to a great package:

In the printing world the casing material is referred to as a ‘substrate’ which has unique qualities of ink adhesion, material properties and flexibility, all which

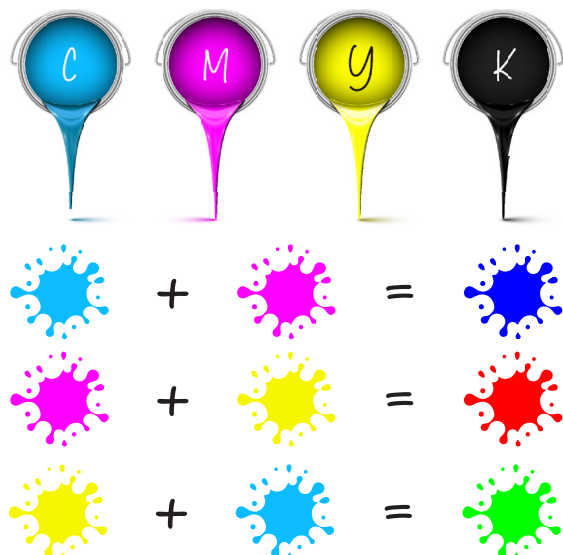
impact how a design is set up. In our Nova product group we have many different product options or substrates, our team is experienced in both specifying the right product material for the application as well as how that works with our manufacturing processes.

Our Operations team has decades of experience printing with food casing approved ink systems built for the particular casing and application. With Global Food Safety Initiative (GFSI) certifications at all of our manufacturing plants, we have certified quality and manufacturing processes for all the products we manufacture. Our Nova casing is one of the most efficient and sustainable ways to make a product, with the same casing used in filling the product, thermal processing, cooling, and going straight to a retail application. The printed casing must withstand that process and come out of it looking great. This requires inks that are temperature, water and scuff resistant as well as offering strong durability and color fastness.

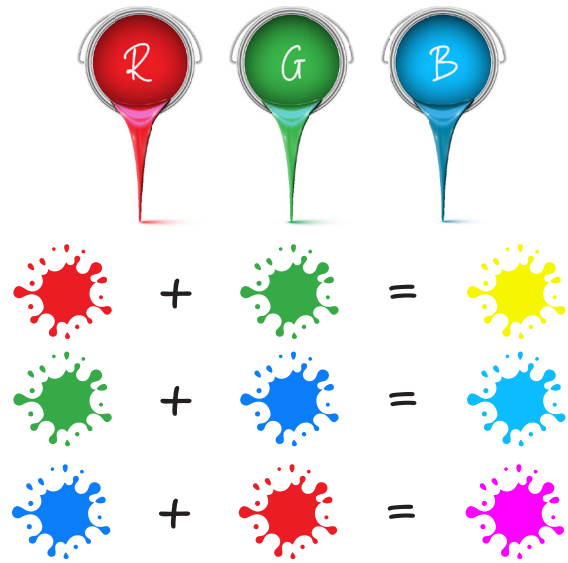
Nova Printed Product Applications:

- **Deli & Retail Meats, Poultry**
- **Pet Foods**
- **Plant Based Foods**
- **Dairy Cheese & Butter**

Printing with inks uses the CMYK printing process, with pigmented colors of Cyan, Magenta, Yellow, and Black. Pigment colors are a ‘subtractive’ color model, where adding more ink color, or pigment makes the color progressively darker. Most people think the letter ‘K’ stands for the last letter of the word ‘Black’ (C, Y, and M all use the first letter to represent the corresponding color). Instead, the ‘K’ letter in CMYK means ‘Key’ color. To create pure black, you need pure black pigment and cannot mix the other CMY colors, which in theory, should produce black. So pure



black is ‘Key’ to producing a pure black color when using pigments.



This contrasts with the RGB (Red, Green, Blue) ‘additive’ color model for light, where when you add colors of light together, the finished color gets brighter and brighter, when you mix pure red, green and blue light, it makes white light! Translating between color models is done regularly by our expert graphics team. CMYK (pigment) package print designs are developed by our graphics team using software and displayed on monitors where the RGB / light color model displays the images on the screens.

The best design appearance is typically demanding on the number of colors used in the design as well as the complexity. Photo printing requires the use of small dots to create the design, often referred to as process printing. In the same way a color printer combines a finely tuned blend of color dots of Cyan, Magenta, Yellow and Black (CMYK) to create a wide range of hues in a fine ‘pixel’ type mixture to reproduce a photographic design, high resolution printing is needed to create a photo realistic print. In contrast, when you need a vivid solid color it’s often most effective to print that as a single solid color, what we may call a ‘spot’ color. Using a solid ink versus a blend of CMYK dots provides the opportunity to increase the opacity of the ink to provide maximum contrast and vivid coloration. When printing on a casing the casing ‘substrate’ also provides the background of the design and that can often be used as a base color, using a white casing for maximum contrast.

Printed Nova Highlights:

- **High resolution printing creates photo realistic images**
- **Vivid solid colors can be used front & back to even create a custom package color**
- **Complex graphics to convey both high quality & content**
- **Expert Graphic Design team tailors your design to the casing**
- **Wide range of base Nova casing colors combines with printed designs**
- **The latest graphics software and standard language of color systems**

Our team often helps create a ‘family’ of designs for a customer with a similar design theme, using iconographic methods for rapid recognition of the particular product in the family. Iconography refers to using symbols or colors for consumers to rapidly identify a particular flavor or type of a product for example, which can help repeat sales by quickly finding that same flavor again. For instance, a symbol of a cat, dog or reptile on pet food product family may help customer quickly know that the product is for that particular pet species. Package color changes for poultry, beef or plant based products in the same product group family such as ‘Taco Crumbles’ may use a different base color in the design, while retaining consistency in the family of products. Beef may use a dark red color, poultry chorizo a yellow color, and plant based a green color while retaining similarities in the rest of the design. Using iconography helps customers rapidly understand that the family of products is produced by the same manufacturer, while helping them pick the right product faster, boosting initial and repeat sales. Our team of experts helps you develop effective new products using methods such as this.

Flood coating of a white Nova casing is a special print process where we apply colored ink to coat one or both sides of the casing. The white casing serves as a bright background. Flood coating can essentially change the color of casing to any print color desired! That helps utilize the white casing color as a high contrast background as well as create bright design elements like text. Just like a label, a white background helps the other ink’s ‘true’ colors show through. Other designs are more effective when the inner product shows through which calls for a clear casing, then we use white ink in the background of the design. Similarly, for other casing colors often white background is printed behind photos and solid

areas. The options are truly endless to create a great package design with Nova.

Putting it all together, vivid solid colors, high-resolution photo image elements, product size and length requirements and there is a lot of tailor making to develop an optimal look and excellent functionality for the finished product. The finished printed Nova casing quickly conveys product identification, high quality and eye-catching designs to rapidly help the customer choose the product, increasing sales.

Our team of product and design experts loves helping create printed casings that look good and perform flawlessly to increase your sales! Call us today!

Colin Neill

Product Manager, Cellulose & Plastic Casings