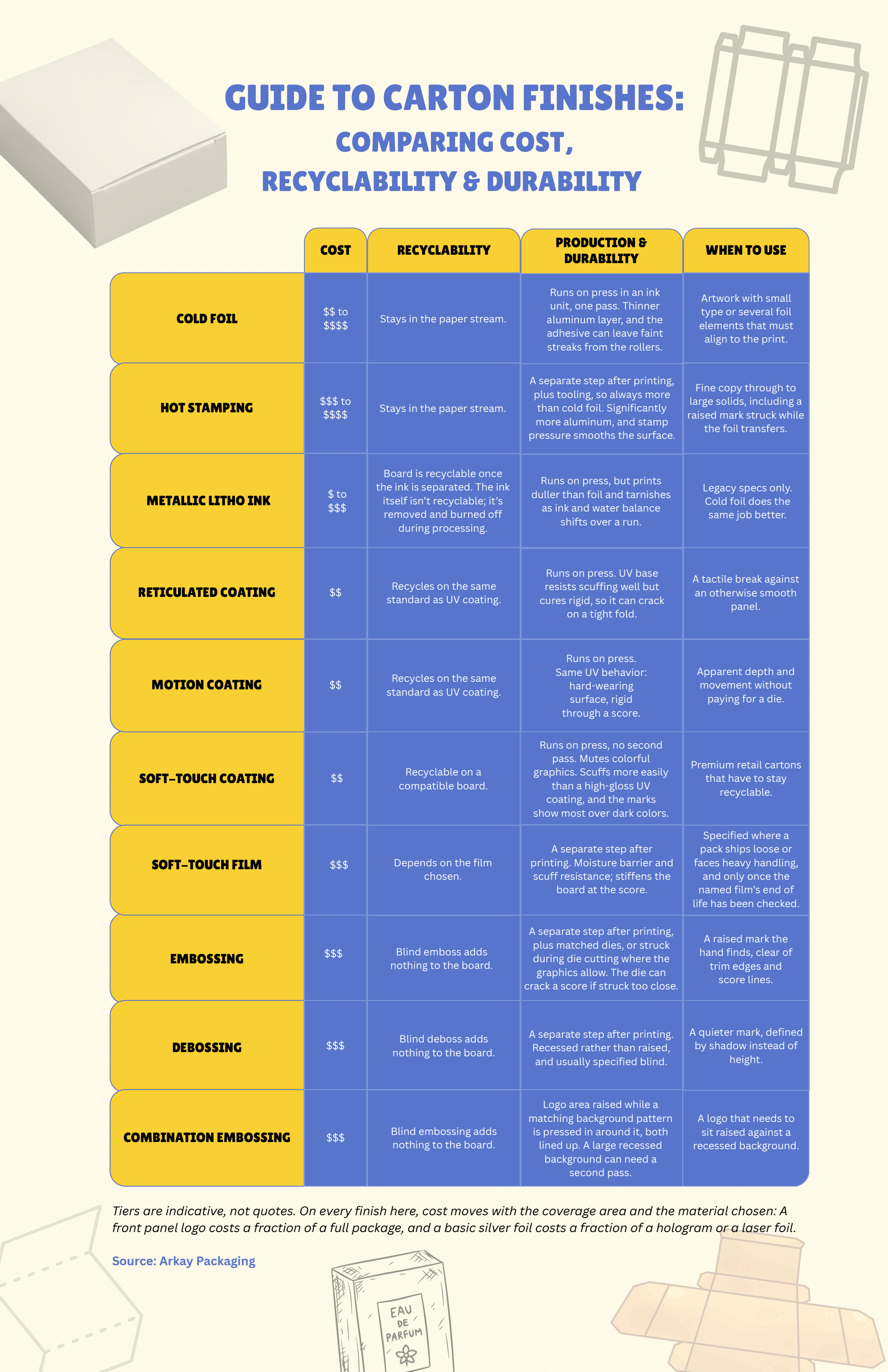




GUIDE TO CARTON FINISHES:

COMPARING COST, RECYCLABILITY & DURABILITY

	COST	RECYCLABILITY	PRODUCTION & DURABILITY	WHEN TO USE
COLD FOIL	\$\$ to \$\$\$\$	Stays in the paper stream.	Runs on press in an ink unit, one pass. Thinner aluminum layer, and the adhesive can leave faint streaks from the rollers.	Artwork with small type or several foil elements that must align to the print.
HOT STAMPING	\$\$\$ to \$\$\$\$	Stays in the paper stream.	A separate step after printing, plus tooling, so always more than cold foil. Significantly more aluminum, and stamp pressure smooths the surface.	Fine copy through to large solids, including a raised mark struck while the foil transfers.
METALLIC LITHO INK	\$ to \$\$\$	Board is recyclable once the ink is separated. The ink itself isn’t recyclable; it’s removed and burned off during processing.	Runs on press, but prints duller than foil and tarnishes as ink and water balance shifts over a run.	Legacy specs only. Cold foil does the same job better.
RETICULATED COATING	\$\$	Recycles on the same standard as UV coating.	Runs on press. UV base resists scuffing well but cures rigid, so it can crack on a tight fold.	A tactile break against an otherwise smooth panel.
MOTION COATING	\$\$	Recycles on the same standard as UV coating.	Runs on press. Same UV behavior: hard-wearing surface, rigid through a score.	Apparent depth and movement without paying for a die.
SOFT-TOUCH COATING	\$\$	Recyclable on a compatible board.	Runs on press, no second pass. Mutes colorful graphics. Scuffs more easily than a high-gloss UV coating, and the marks show most over dark colors.	Premium retail cartons that have to stay recyclable.
SOFT-TOUCH FILM	\$\$\$	Depends on the film chosen.	A separate step after printing. Moisture barrier and scuff resistance; stiffens the board at the score.	Specified where a pack ships loose or faces heavy handling, and only once the named film’s end of life has been checked.
EMBOSSING	\$\$\$	Blind emboss adds nothing to the board.	A separate step after printing, plus matched dies, or struck during die cutting where the graphics allow. The die can crack a score if struck too close.	A raised mark the hand finds, clear of trim edges and score lines.
DEBOSSING	\$\$\$	Blind deboss adds nothing to the board.	A separate step after printing. Recessed rather than raised, and usually specified blind.	A quieter mark, defined by shadow instead of height.
COMBINATION EMBOSSING	\$\$\$	Blind embossing adds nothing to the board.	Logo area raised while a matching background pattern is pressed in around it, both lined up. A large recessed background can need a second pass.	A logo that needs to sit raised against a recessed background.

Tiers are indicative, not quotes. On every finish here, cost moves with the coverage area and the material chosen: A front panel logo costs a fraction of a full package, and a basic silver foil costs a fraction of a hologram or a laser foil.

Source: Arkay Packaging

