

150# Velvet Face Materials

Background

The purpose of this Bulletin is to help printers and designers learn the features of the Velvet face material, and potential watch-outs as well. The Velvet face material adds a new, exciting look as well as a soft, luxurious appearance.

Velvet Facestock Details

The Fasson Velvet face material is a 150# basis weight paper base, with a synthetic flocking on the surface. The flocking fibers are short, with most of them laying in a flat position on the surface, but many do stick upright, which enhances the tactile response. The surface also has a mottled look.

The base is a saturated paper, which helps with adhesive hold out and provides a stable base for the flocking to adhere to. It also allows for minimal paper growth in high moisture environments. The flexibility of this base paper allows the high basis weight material to be flexible enough to use on a curved surface. We recommend application testing on smaller diameters before use.

The flocking fibers are a synthetic material, which is very rough, with many irregularities. These irregularities give the material its look and feel, but are easy to work with once understood.

Your press will need to be able to handle thicker material (13mil thickness). We have combined the Velvet face material with a B coat weight adhesive, which is required due to the stiffness of this material. The adhesive is coated on a PET release liner, which allows a high adhesive contact with the substrate.

Printing and Embellishments

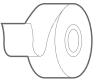
Since the face surface is rough and synthetic, the fibers do not absorb regular water-based ink well. UV flexo is much better, as the higher viscosity of the ink maintains a better shape on this rough surface. Screen printing, both flat and rotary, is a good choice for this material as the thick ink coating will allow excellent graphic opacity and bold characters. Offset will also be a good choice for printing, as these printing processes work well with the rougher substrates.

A key point to remember is the material has a rough surface, so printed edges may not be as sharp as you would typically like or expect. They will, however, still look good, so take this into consideration when designing the label.

The Velvet material works well with hot stamping and blind stamping. Cold foil stamping may be possible, but will require some adhesive testing, as well as fine tuning the amount of adhesive needed on the surface for good foil adhesion.

Debossing works well with this material, especially when combined with foil stamping. Embossing will also work with this material, but testing needs to be done to determine the depth and sharpness of the embossed area, as to not damage the material.

Overprint varnishes are not recommended. The use of a varnish will flatten and reduce the look and tactile response you get from the Velvet facestock.



General

As this is a synthetic fiber bonded to a paper base stock, certain press handling and finishing concerns should be addressed.

The printing press and finishing equipment need to have all roller surfaces clean and free of old ink, adhesive or debris. Any of these contaminants could alter the look of this face material.

All idlers should be clean and rotate freely at all press speeds. No specific requirements on web tension, but contact with sand paper covered rollers may abrade away some of the flocking especially if the web tension is on the higher side.

The product will die cut like a thick paper, but your die manufacturer should be supplied a sample to determine the best die angle and the correct height of the die blades. There is also a chance of the fibers releasing from the paper base during die cutting and matrix stripping, so more cleaning may be required during the converting operation.

Although not a recognized problem, there may be care required in the handling of this material, so the surface or the graphics are not damaged during the life of the finished product. Samples should be prepared and run through the complete converting and filling / labeling process to see if there are any processing watch-outs.

If you have any questions about the product, please contact your local Avery Dennison sales representative.

05/2019, PDF

©2019 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. Personal and company names and other information on samples depicted are fictitious. Any resemblance to actual names and addresses is purely coincidental.



Label and
Packaging Materials

North Asia

5th Floor, Hongye Park
1801 Hongmei Road,
Xuhui District 200233,
Shanghai, China
+86 21 33951888

South Asia Pacific and Sub-Saharan Africa

460 Alexandra Road,
PSA Building
#28-02/03, Singapore 119963
+65 6430 7000

Europe

Willem Einthovenstraat 11
2342 BH Oegstgeest
The Netherlands
+31 85 000 2000

Latin America

Rodovia Vinhedo-
Viracopos, KM 77
CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600

North America

8080 Norton Pkwy
Mentor, OH 44060
800.944.8511