Printing and Converting Wood Veneer

Background

Avery Dennison 119# Cherry Wood and 128# Birch Wood are smooth, real wood veneer label materials. The label surface has just enough hand-feel so you know it's real wood, but is smooth enough to be printed and converted. Because this is a true wood product with natural grain patterns, no two labels will look the same. Testing is required to ensure the printing process is capable of providing a quality finished appearance.

- Our wood veneer is a 9.0-9.5 mil laminated to a PET carrier film
- The veneer has a repeat of 25.5" with no shim or weld lines visible
- The woods high opacity will lend itself to be used with all label gap sensor types. Roller diameter size should never drop below 1" or 25 mm

Prepress Considerations

This product is a very open, highly porous material so graphics may need to be adjusted to account for the absorption of inks and coatings. The use of a primer will minimize these changes and is highly recommended.

- The wood grain direction is in the cross direction of the roll material. If the paper absorbs moisture, it will grow in the MD, opposite of what is seen in regular paper label materials
- This product can be used with four-color printing processes
- The wood will have natural defects, this includes dark spots or possibly even a small hole.

Priming

Some processes may require the use of a primer for good ink holdout or adhesion. The product is much like an uncoated paper in this respect. Determining the type or how much primer to apply will need to be done at the converter level, since each print process type will differ.

- Priming will help in the end use for better water and moisture resistance
- Priming can change the color of the material, making it slightly darker

Printing

This face material can be tinted with a translucent ink, so the color of the wood can be matched to look like many other types of woods. The texture of the face may require higher impression pressures to help drive the ink into the natural irregularities of the wood grain (See photo 4)

- Higher viscosity inks have better hold-out and seem to work better with this material
- UV flexo will work better than water-based flexo, but both can work on the material
- The face material has been printed with water-based and UV flexo, waterless and UV offset, flat and rotary screen, and digital