



# Printing and Converting Wood Veneer

## Embossing

Wood veneer will take a limited emboss. If the emboss is too deep or with hard edges, it may crack the wood material. Shallow relief with rounded edges will work best. Consult your die suppliers for their product recommendation.



## Overprint varnishes

The use of an overprint varnish is highly recommended. As with paper face materials the OPV will help reduce penetration of water or moisture and give better resistance to abrasion and scuffing. Any OVP should work, however matte varnishes help to maintain the stock, flat finish of the material.

## Die Cutting

Since this product has a PET carrier film, it will die cut and strip very easily with engraved or magnetic dies. One consideration is the caliper of the material, 9.0+ mils thick. This may require a deeper cell or floor in the die. Consult with your die supplier about the use of this material so they can recommend the correct tooling design and tolerance.

## Cold and Hot Stamping

The product will successfully cold or hot stamp, but it will have some limitations due to the texture of the surface. The foil may not break away with clean sharp edges or could have drop-out points, where the foil is not adhering.

For cold stamping this may require a heavier deposit of foil adhesive to help fill in the low spots within the grain. Hot stamping may require more pressure, a slightly longer dwell time and possible changes in the heat settings. The higher pressures may help drive the foil into the low spots, but may also flatten the substrate slightly.



## Labeling

The stiffness of the material lends itself for easy removal from a release liner and presentation off the peel blade for a substrate. Stiff small diameters are not recommended, however, the grain direction in the CD does allow smaller diameters than normally expected. The material is very opaque so all label gap or position sensors will work well with it. As with every application, test the label on the product for complete fitness for use.

## Storage

It is recommended to store this product in standard conditions, 72° F and 50 percent RH, and keep the press rolls wrapped until ready for use. The normal one year shelf life applies to these materials for storage in the converting environment.

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use.

16158, 11/2016, PDF

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Label and  
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