



Frequently Asked Questions

What is Hot Foiling?

Hot foiling is a technique used to add metallic or holographic designs to various surfaces, including paper and cardboard. The process involves using heat and pressure to transfer a foil material onto the surface of the material being decorated.

Hot foiling typically involves a machine that uses a combination of heat, pressure, and metal cast dies to transfer the design from a metallic or holographic foil material onto the surface of the material being decorated. The machine typically consists of a heated plate, a foil roll and a die that contains the design to be transferred.

To use hot foiling, the material to be decorated is first placed onto the heated plate, and the foil material is placed on top of it. The die containing the design is then placed on top of the foil material, and pressure is applied to the entire assembly. The heat and pressure cause the foil to transfer the design onto the surface of the material, resulting in a metallic or holographic finish.

Hot foiling is commonly used for a variety of applications, including adding decorative designs to luxury goods, business cards, carrier bags and boxes and other packaging. It is a popular choice because it can add a high-end, luxurious look to a product, and can be used to create intricate designs that would be difficult or impossible to achieve with other printing techniques.

Hot foiling will always require a die to be made which is a chargeable set up expense however the die can be kept and reused often.

Unfortunately hot foil can prevent the item from being recycled in many cases so if the product is to be considered "Eco-Friendly" then hot foiling is to be avoided and instead it may be an alternative option to use a metallic ink and embossing technique to achieve a similar but more eco-friendly finish.

Hot foiling typically leaves a ridge where the foil has been applied. It is like a light embossing. In contrast cold foiling is usually digitally applied and is a flatter alternative. Hot foiling is better suited for large runs and projects while cold foiling is better suited for smaller orders.