



Frequently Asked Questions

What is Spot UV?

Spot UV (Ultra-Violet) is a printing technique used to enhance specific areas of a printed piece by creating a high gloss or matte finish on top of the ink. This creates a contrast between the shiny, raised areas and the flat, uncoated areas of the printed item, which can be used to create a striking visual effect.

To apply Spot UV, a printing press is used to apply a clear varnish coating in specific areas of the printed piece. This coating is then cured using ultraviolet light, which hardens the varnish and creates a glossy or matte finish. Usually the background is matte and the highlighted area is glossy.

The coating is only applied to specific areas, as opposed to the entire printed piece, hence the term "spot" UV.

Spot UV is often used in marketing and advertising to draw attention to key elements of a design, such as logos, product images, or text. It can also be used to create tactile effects by applying the coating in a raised pattern, such as a logo or textured background.

Spot UV can be applied to a wide range of printed materials, including paper and board products such as bags, boxes and cards, brochures, book covers, and other packaging. It can be used in combination with other printing techniques, such as hot foiling or embossing, to create a more elaborate and eye-catching design.