A technological advancement still in its infancy, Sleeking technology has the potential to revolutionize foil stamping, spot coating, and laminating.

Around 2011, 3-Step Sleeking, a revolutionary development that allows for variable-data foil stamping, was developed. Sleeking is the ability to bond metallic foils and spot coatings to digital ink, specifically HP Indigo inks and a few other digital toner-based inks. What makes Sleeking special is the combination of adhesive foils and films that only bond to Indigo/digital inks when combined with the proper heat and pressure settings on a Sleeking laminator.

In 2017, two major enhancements to the original technology arrived: 4-Step Sleeking and Over-Printable Variable-

data Foiling. 4-Step Sleeking is the application of Sleeking technology over laminate, which allows nearly any stock to be used and creates amazing contrasts and special effects. In this process, the background of the artwork is printed first and is followed by over-laminating the sheet with a special Indigo/digital ink print-friendly laminate in either Karess Printable (soft feel) or Gloss Printable versions.

Once laminated, the sheets are run again through the press to apply ink anywhere that the foil or spot gloss, matte, or holographic film will be applied. The final step is to bond the foil or spot coating, which only adheres over the areas that have ink. This process enables variable-data applications, bonding the foil or coating to the areas only where there is ink, meaning that every sheet can be different.

Over-Printable Foiling is a revolutionary innovation. The special silver foil used in Sleeking accepts standard HP inks, which means that any color of foil can be created by simply printing any combination of CMYK Indigo inks on top of the silver foil. Any image or any color of metallic foil (or multiple colors of foil) can be achieved in one pass through an Indigo press.

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4-Step Sleeking™ Process

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JOAN D. ESCOVER
President, JP Graphics

MR. AND MRS. JONATHAN SMITH
REQUEST THE HONOR OF YOUR PRESENCE
AT THE MARRIAGE OF THEIR DAUGHTER
Elizabeth Anne
Joshua James Smith
SATURDAY THE SIXTH OF MAY
AT SIX O’CLOCK IN THE EVENING
MAGNOLIA PLANTATION & GARDENS
CHARLESTON, SOUTH CAROLINA
RECEPTION TO FOLLOW

USER COMMENTS

“We have just begun to ‘master’ the machine’s capabilities and have watched more and more companies desire it—‘to keep up with this Joan.’ We could not ask for a better partner and supplier than Nobelus.”

JOAN D. ESCOVER
President, JP Graphics
Sleeking technology removes the most time consuming and costly portion of the traditional foil stamping process: dies. These typically expensive items often require outsourcing, offer few variable-data options, and must be stored. Sleeking can be achieved on a specially equipped Sleeking laminator, which allows printers the ability to insource not only their foil stamping and spot coating, but their laminating needs as well, boosting turn times and profit margins. It also eliminates the need to stock hundreds of little rolls of foil in different colors—simply use silver foil and print any color desired.

Production Sleeking has a relatively low cost to enter with a small-format production system. Sleeking systems have all the functionality for one-sided laminating, running anywhere from speeds of 50 to 100 feet per minute, and are able to run laminate two-sided in a work-and-turn scenario. For most users, this means they can insource nearly all of their laminating as well.

4-Step Sleeking and Over-Printable Foils can be applied most places where traditional foils are used. Product categories showing the highest impact and potential for Sleeking technology include high-value foil products (like wedding invitations, greeting cards, and more); security applications that need foil to deter counterfeiters; personalization on books (such as corporate reports, school annuals, and photo books); foil stamped personalization on direct mail; and foil stamped packaging. The application of foil with variable data and personalization is now easier than ever thanks to Nobelus’ innovative 4-Step Sleeking technology.

 USER COMMENTS

“In the six months since installation, we have produced multiple eye-catching products that have allowed us to stand out from our competition within the industry. Our clients have been very excited regarding the increased possibilities and creativity they can now achieve with their print designs.”

JOE OLIVO,
President, Perfect Communications