



Varnish Tip-Sheet

Varnish is a clear-coat covering that is printed on the surface of our cards. This is an optional feature that does have its benefits, but the overall quality of the final product is usually dependant on the artwork that is being printed on the card. This tip-sheet is to help give you a basic understanding of some general rules for what designs look best with and without varnish. The most important thing to remember is that there is no “one-size fits all” and sometimes the only option will be to have a sample printed with and without varnish to see what works best for your card.

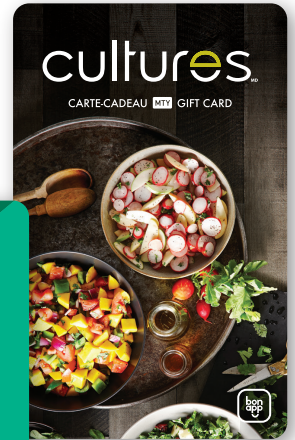
Durability

There is no debate about this topic. Since the varnish is an additional layer of clear-coat on-top of your card, printing a full-varnish will offer the best durability. With that being said our inks are cured using the same process and offer a complete and strong adhesion to the card. We have completed stress tests on our cards with and without the varnish, and saw no significant difference under normal circumstances (i.e. key scratching, heaving use [swiping], insterting/removal from a wallet, etc.).

When to use “Full-Varnish”

There are many occasions where using Full-Varnish will result in the best looking card you could hope for. Offering a silk-smooth finish, it can make all the difference under the right circumstances. Here are some general occasions when we have found a Full-Varnish finish to result in a higher-quality product:

- The artwork is prodominately a photograph
- There is a heavy amount of ink coverage on the card (very little white space and dark colours)
- You are looking for that silk-smooth finish
- You require the most most durable card available



When to use “No-Varnish”

No-Varnish definitely has its situations to shine. The ability to accentuate the details in your card is definitely on of the greatest features. Here are some general occasions when we have found a No-Varnish finish to result in a higher-quality product:

- Well defined wood grains or other textures
- Plenty of white space
- You require a very *crisp* white in your design
- You are using a “Matte” card base
- The card design utilizes very light colours

