



855 696 4646
mingopress.com
wecanhelp@mingopress.com

SPECIAL COATINGS

Here at mingo, we believe the right finishing treatment can really help take a printed piece from drab...to fab. Our wide assortment of special coatings add a layer of protection to your custom project, while also enhancing the overall look and feel. Stuck on whether you want to add a soft touch aqueous for a tactile wow-factor, or a strikethrough varnish for that extra pop? We got you. Read below for our expert guide on how to know which special coating is the perfect fit for your project.

Paper Pairings

Coatings pair best with, you guessed it, coated papers. This includes papers with both gloss and satin/silk finishes. But what if you have your heart set on an eggshell paper AND a spot gloss? There's a clear foil treatment for that! Not sure what paper and coating are right for your project? Give us a call. We're here to listen to all of your hopes and dreams, and provide our expert opinion.

Aqueous Coatings

Aqueous coatings are available in gloss, satin, dull or soft touch finishes, and are applied as a solid flood coat during the offset printing process. Designers love aqueous because of its affordability and the ease of application. Because aqueous coatings help to both protect and enhance a printed piece, we consider this coating a must for pieces that people love to get their hands on - self-mailers, pocket folders, rack cards...you get the gist. Added bonus - aqueous coatings help speed up drying times of printed pieces, allowing us to get your projects out the door even faster.

Varnishes

Varnishes are applied as a clear ink during the offset printing process. Available in gloss, satin and dull finishes, this coating can be printed in both a flood coat and a spot treatment. We recommend adding a flood varnish to heavy solids to protect against smudging, and to speed up drying times. If you're looking for a spot treatment, consider our Strikethrough Varnish. Strikethrough pairs best with high contrast designs on dark backgrounds. Pairing a spot treatment with a white or bright background may not produce the look you're trying to achieve. We promise to always be upfront with you if we think the end result will not be what you have in mind, and will work with you to make sure you are 100% satisfied with the finished project.



855 696 4646
mingopress.com
wecanhelp@mingopress.com

SPECIAL COATINGS

UV Coatings

Available in both a smooth flood coat and a raised spot (known as Scodix), UV coatings provide the highest gloss finish and are available for both digital and offset printing. Due to the slick nature of this coating, we advise against applying this treatment to a piece that intends to be written on. This coating is the perfect option if you're looking to add that extra glow to printed photographs, or to help your postcard stand out in the mail.

Soft Touch

This velvety treatment is all the rage these days, and we can certainly see why. Soft touch aqueous is applied as a flood coat during the offset printing process, and adds a tactile finish that will make your piece look and feel its best. We love to pair this coating with cool hues, or combine it with a spot gloss treatment for that extra punch. Prepare for darker hues to become a little more dull and myserterious when paired with this treatment. Printing digitally but dying for that velvet vibe? There's a soft touch laminate for that. We're happy to help you decide which one is right for your project.