

## Varnish – One Way To Protect Your Label

The two most common ways to protect printing on a pressure sensitive label are to apply varnish or laminate. Each option has benefits and drawbacks. In today's issue of *Sticky Notes* we are going to cover varnish.

A varnish is applied by printing a clear "ink" after the rest of the label has been printed. A varnish can provide some extra "pop" or gloss to a label much like waxing your car can make the finish look much better.

Varnish will provide some scuff resistance to the label to help protect the print from rubbing off. A UV varnish can also prolong, but not eliminate, how long a label can be exposed to UV rays before fading will occur.

Varnish will not provide any reasonable protection from moisture or other chemicals if applied to paper stocks. Applying varnish to uncoated stocks is not recommended because these stocks will absorb the varnish eliminating any benefit it may offer.

Because varnishes are applied via plates just like other colors they do not have to be applied to the entire surface of the label. A spot varnish may be useful to highlight specific copy on the label. Since varnishes are applied like other ink colors they reduce the number of colors a press can produce. If a label prints in four colors plus a varnish a press with at least five ink stations is required.

In the next issue of *Sticky Notes* we will cover the use of laminates to protect your label.