



# Printing Effects: All Fascinating Effects Modern Printing Can Produce Identified and Explained

*Wayne Robinson*

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## **Printing Effects: All Fascinating Effects Modern Printing Can Produce Identified and Explained**

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In the present-day printing world, high-tech machines offer the designer a remarkable range of special effects which, used wisely, can transform even a run-of-the-mill job into an eye-catching design. To get the most from this technology, it helps to know the nuts and bolts behind the processes, so that, when liaising with a printer, the designer can be sure he is speaking the same language. This book offers an explanation of the processes in simple terms, covering techniques as diverse as Waterless Litho, Collotype, Thermography, Complicated Folding, Scratch 'n' Sniff, Holograms and Plastic Printing. Each of the 70 different techniques explained is accompanied by an illustrative example, notes on its design potential, its application, relative cost and any special problems or advantages.

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