

SPECIAL EFFECTS INKS

THE COMPLETE GUIDE FOR PRINT PRODUCTION

Innovative inks and finishes that transform print into experience.



WHAT ARE SPECIAL EFFECTS INKS?

Special effects ink are advanced formulations that go beyond colour creating visual, interactive, sensory, and functional experiences that stand out.



GLOW IN THE DARK



BRILLIANT NEON COLOURS



HEAT, LIGHT & WATER REACTIVE



REVEAL HIDDEN MESSAGES



ADD SECURITY & AUTHENTICITY



RELEASE FRAGRANCES



CREATE WRITEABLE SURFACES



CONDUCT ELECTRICITY



REACT TO MAGNETISM

POPULAR SPECIAL EFFECTS



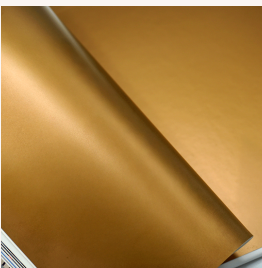
GLOW IN THE DARK

Phosphorement Inks absorb light and glow for hours in darkness.



NEON PMS INK

Fluorescent colours that are not glow in daylight and under UV light.



METALLIC INK

Real metallic effect Shine and premium shaft appeal.



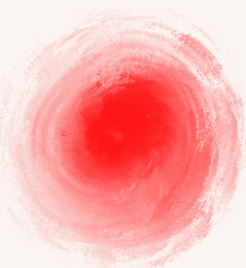
UV REACTIVE

Invisible in normal light, visible under UV light.



SCRATCH-OFF

Conceal content with a durable coating that reveals what's underneath.



THERMOCHROMIC

Colours change with temperature for interactive effects.



COMPLIANCE & SAFETY

- EN 71-9** Organic chemical compounds. Required for all children's products.
- EN 71-3** Element migration limits. Bath books & any product likely to be mouthed.
- EN 71-1** Mechanical & physical safety. Magnetic products with separable small pieces.
- EN 62115** Electric toy safety. Conductive ink products with electronic components.
- REACH EU & UK** chemical regulation. All inks request full SVHC declaration.
- IFRA** International fragrance standards.

PRODUCTION TIPS & BEST PRACTICES



- Screen print for glow, scratch-off and conductive inks offset litho won't cut it.
- Start with white. Dark substrates kill glow and mask reveals. When in doubt, add a white underprint.
- Cold lamination only. Heat permanently destroys thermochromic and glow chemistry.
- Design both states. Every reactive ink has a before and after — brief and proof both.
- Brief early. Effects need extra stages and compliance testing. Add them on day one, allow 8–12 weeks.

OUR PRODUCTION PROCESS



CONSULT

We take time to understand your objectives, audience and requirements.



RECOMMEND

We understand and recommend the right specs.



DEVELOP

Prototypes, samples and proofread quality and feasibility.



MANUFACTURE

Precision production that is certified global partner network.



DELIVER

Reliable logistics and on-time delivery, every time.