



## Soft Touch Coating

This coating feels leather-like, almost rubbery feel with a matte appearance to printed materials. While holding your Royal Envelope sample you can see a difference but it is much more obvious to the touch. Soft Touch is non-yellowing coating and dries quickly. Similar to other matte coatings Soft Touch tends to flatten the image slightly.

Soft Touch is applied in-line on the printing press, and does not require any off-line treatment or processing. Soft Touch coating is applied in the coating unit and is not a varnish. Varnish is a form of coating but it is applied in a printing unit, not a coating unit.

For best results printing should be on a gloss or matte stock and the heavier the weight of the stock, the better. The best stocks will achieve maximum ink holdout and superior contrast.

Soft Touch is an environmentally friendly coating with zero VOC content. Aqueous coated paper can be recycled easily while UV or plastic coated papers cannot.

Soft Touch costs will vary 3% - 12% above pricing for conventional aqueous coatings but it is much more cost effective than alternative off-line matte film laminating or matte UV coating.