



# SOLVE PINHOLING WITH tesa SOFTPRINT® X-HARD

## Pinholing and how to solve with tesa Softprint® X-Hard

### What is pinholing?

A common issue with flexible packaging motifs is the so-called 'pinholing' effect.

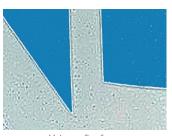
It describes the uneven or incomplete ink distribution when printing a solid area, resulting in a loss of density and a reduced colour vibrancy. Only continuous ink films reflect light evenly and only then does a solid area look appealing to the consumer looking at a package on display in a supermarket shelf.



#### Why use tesa Softprint® X-Hard?

Pinholing can only be truly solved by optimising the combination of anilox, printing plate and platemounting tapes. However, a platemounting tape with a hard or, preferably very hard foam, provides a firmer support under the solid image of the printing plate thereby improving ink transfer. An additional benefit is that only one lay-down of white ink may be required instead of two, potentially saving time and additional cost.





tesa Softprint® X-Hard

Using softer foam

04/2019

#### tesa Softprint<sup>®</sup> Foam Hardness Range



tesa UK Ltd, Yeomans Drive, Blakelands, Milton Keynes, MK14 5LS Tel: 01908 500333 Email: ukenquiry@tesa.com tesa® products prove their impressive quality day in, day out in demanding conditions and are regularly subjected to strict controls. All technical information and data above mentioned are provided to the best of our knowledge on the basis of our practical experience. They shall be considered as average values and are not appropriate for a specification. Therefore tesa SE can make no warranties, express or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. The user is responsible for determining whether the tesa® product is fit for a particular purpose and suitable for the user's method of application. If you are in any doubt, our technical support staff will be glad to support you.

tesa.co.uk/flexotips