Howard Foil Application Guide

Foil is used to create the visual image in much the same way as a typewriter ribbon. The hot type strikes the foil and releases the color onto the work piece.

Some foils print detailed work better than other types of foil, just as some foils print a bolder area better than other foil formulas. No one formula is best for all applications, just as one type of paint is not best for painting on all types of materials. Use the application guide below to select the best foil for the material.

APPLICATION GUIDE

Each foil is identified by a number and letter code. The number identifies the color, and the letter(s) identify the formula. Use this chart for a starting point to find the optimal foil for an application. If the foil does not work properly, try an alternative formula or send a sample of the product you are printing on to us for testing.

A/AA- Release temperature between 200 and 250 degrees
Good fine line detail and good heavy coverage
Use on ribbon, pencils, coated and uncoated paper, and some plastics.

R- Release temperature between 225 and 250 degrees
Good fine line detail and good heavy coverage
Use on ribbons, pencils, coated and uncoated paper, and some plastics.

AP- Release temperature between 225 and 275 degrees
Fair fine line detail and good heavy coverage
Use on stationary, envelopes, napkins, some plastics, greeting cards, other uncoated paper, some ribbon, and mylar balloons.

NA- Release temperature between 200 and 250 degrees
Good fine line detail and very good heavy coverage
Use on napkins, ribbons, envelopes, stationary, pencils, coated and uncoated paper.

Q- Release temperature between 225 and 275 degrees
Good fine line detail and poor heavy coverage
Use on stationary, napkins, envelopes, greeting cards, pencils, ribbon, coated and uncoated paper, and some plastics.

B- Release temperature between 225 and 275 degrees
Good fine line detail and fair heavy coverage
Use on stationary, envelopes, napkins, some plastics, pencils, coated and uncoated paper, greeting cards, and some types of ribbon.

K- Release temperature between 250 and 325 degrees
Good fine line detail and fair heavy coverage
Use on stationary, envelopes, napkins, some plastics, coated and uncoated paper, matches,

mylar balloons, cards, pencils, and some ribbon.

L- Release temperature between 225 and 275 degrees
Good fine line detail and poor heavy coverage
Use on stationary, ribbons, pencils, and coated paper.
Not recommended for napkins

P- Release temperature between 225 and 275 degrees
Good fine line detail and poor heavy coverage
Use on stationary, envelopes, coated and uncoated paper, matches, and greeting cards.
Not recommended for napkins.

W- Release temperature between 225 and 275 degrees
Good fine line detail and poor heavy coverage
Use on business cards, ribbon, cawley plates, matches, pencils, greeting cards, coated paper and some plastics.
Not recommended for napkins.

NP- Release temperature between 200 and 250 degrees
Fair fine line coverage and good heavy coverage
Use on coated and uncoated stationary only.
Not recommended for napkins.

FINDING OPTIMAL RELEASE TEMPERATURE

The best release temperature for any application is dependent on both the type of material to be imprinted and the type of impression to be made. Different material will require different release temperatures even with the same foil formulas.

The temperature setting dwell time (amount of time the type and foil touch the material to be imprinted) are interrelated. Increasing temperature has the same effect as increasing the dwell time. Decreasing the temperature has the same effect as decreasing the dwell time. The best cycle is the highest suggested temperature with the shortest dwell time.

In any application, start with the midrange recommended temperature. If the impression is blurred, you must either reduce the dwell time or reduce the temperature.
When making a temperature change always allow 3-5 minutes for the machine to respond to the change and dissipate the heat evenly. Always make the temperature changes in 25 degree increments. This will provide a sufficient change to see a difference from the previous imprint.