

## Printing offset on Offset & Laser

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### Introduction

Customers increasingly have a requirement for pre-printed laser labels to

- Use the company logo in the corporate colours
- Highlight important information
- Attract attention
- Match other company stationery

Although Fasson Offset & Laser may be printed in the normal way, the following pointers will aid trouble-free handling and conversion.

### A. Protection against moisture

The moisture level of Offset & Laser is lower than that of normal offset papers to ensure good toner bond and trouble-free feed through the laser printer.

Therefore:

- Store unconverted material until required in its original, moisture-proof wrapping.
- Use as little water as possible during offset printing.
- Take care to avoid moisture pick-up between conversion stages. Keep the time between the different stages -- e.g. printing, kiss-diecutting, guillotining -- as short as possible, and cover the material in a moisture-protective wrapping if there is to be any delay.

### B. Ink recommendations

Toner bonding during laser printing requires high temperatures. Heat-resistant offset inks which dry by oxidation are therefore recommended for conventional pre-printing, but consult your ink manufacturer for precise specifications.

- Go for the minimum possible ink coverage.
- Do not use metallic inks.
- Allow the inks to dry completely before processing pre-printed labels in a laser printer.

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