



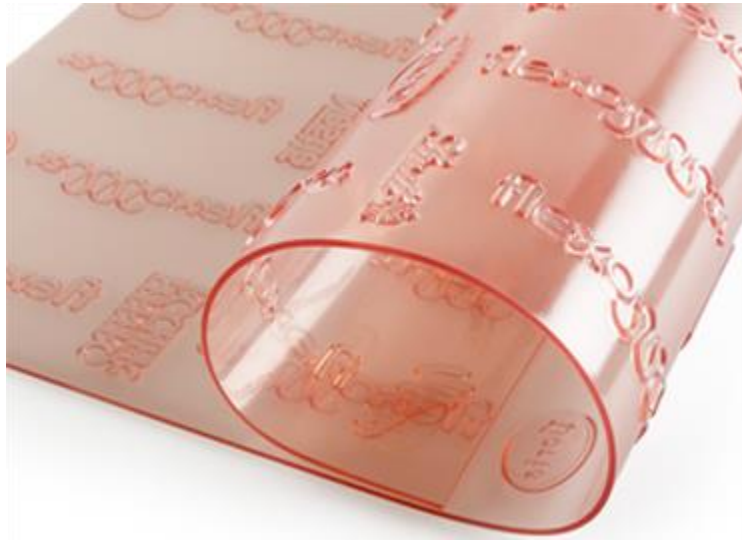
## *Custom Printed Tape Design Guide*

Proper design for printed water activated tape can result in a dynamic package experience for your customers. This guide is intended to aid marketing and graphic teams in their quest to make the perfect tape to reflect their brand.



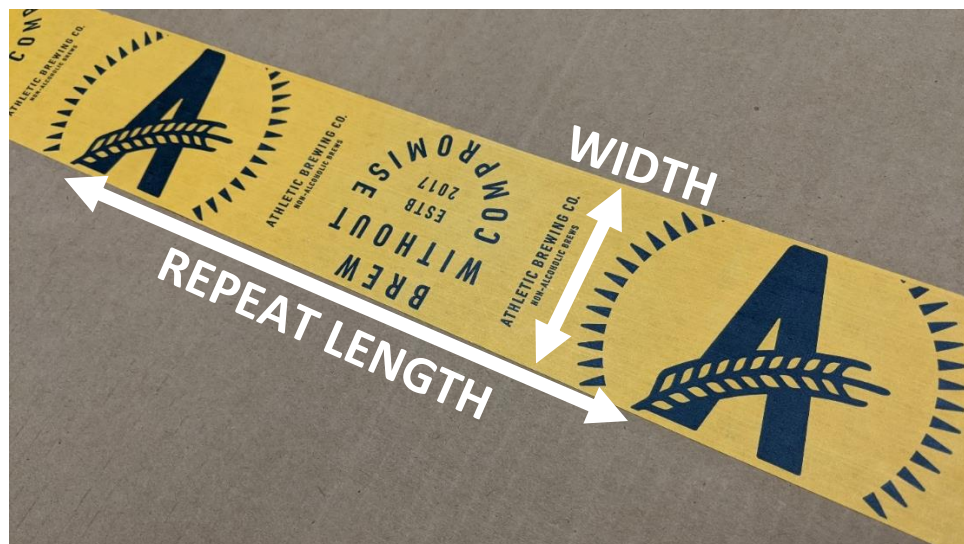
## **Step 1: Understand Your Canvas**

In flexographic printing, photopolymer plates are used to imprint the images on the substrate (WAT).

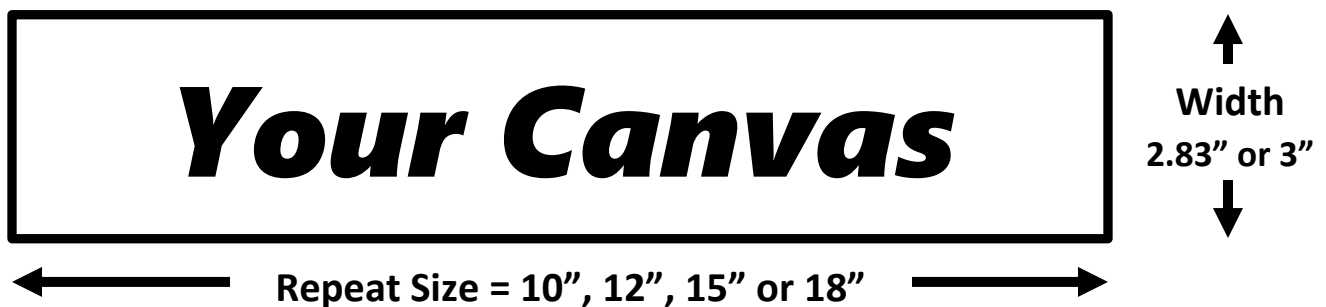


The **WIDTH** of your print area coincides with the **WIDTH** of the tape. The most common **WIDTHS** for Water Activated Tape are 2.83 Inch (72mm) and 3 Inch (76mm).

The **LENGTH** of the print area is called the **REPEAT SIZE**. The **REPEAT** is defined as the distance from any reference point in the art to the next time that same reference point is printed.



Typical (Length) Repeat Sizes for Printed WAT are: 10", 12", 15" & 18"



## **Step #2: Select a Tape Stock**

### **Choice #1: Natural or White**



Most packagers will match the tape substrate color to the color of the corrugated box for a more uniform appearance. However, the recent trend in reverse flood coating and the desire for color contrast has led to increasing popularity of white tape stocks for printed applications.

Natural tape stocks are typically stronger than white tape stocks as the bleaching process can weaken the paper. Natural tape stocks are also less expensive.



### **Choice #2: Reinforced or Non-Reinforced**



**Is your package going to be handled by a parcel shipping service?**

If yes, Holland recommends a reinforced tape stock. Several grades are available to match your maximum package weight to the correct tape strength for a secure closure.

Non-Reinforced tape is typically used for lightweight boxes or packages that are not bound for parcel service shipping.

## **PURE WHITE REINFORCED TAPE**



### **Need White? Demand PURE WHITE**

Holland has developed **Pure White** grades of reinforced tape for unsurpassed optical brightness, color accuracy and contrast for your print design.

Available in two strengths – **H-30 and H-70** – Holland's Pure White grades make a dramatic statement on any package.

**When selecting White, Demand the Best – Holland's Pure White Reinforced Tape.**



## **Step 3: Select a Print Style**

Selecting a print style is a needed step for any printed tape design. In recent years, a popular trend in printed water activated tape are designs with a high level of ink coverage. The trend has established printed tape as highly recognizable and prominent feature of a package.



Despite the popularity of flood coated tape designs, there are several design strategies to match your brand message from dramatic to understated.

### **Seasonal, Promotional, Short Term Campaigns**

Another trend in printed water activated tape is promotional or seasonal designs. Alert your customers to a special incentive, a product release or simply brand the tape to the present time of year. Beyond branding, printed tape can **deliver a clear message to your customers they cannot ignore.**

## **Logo Printing**

*Timeless design where the logo is printed and repeated consistently.*

**Advantages:** Understated Look, Sophisticated, Easy to Read, Natural Look





# Flood Coat Printing

*Heavy Ink coverage for the most dramatic tape design.*

**Advantages:** Eye Catching, highly visible from a distance, brand impact



**Pro Tip:** By printing a lighter background color and a darker accent color, you can avoid the cost of an engraved cylinder and still achieve the dramatic presentation of full coverage printing.

## How Save Set-Up Costs on Flood Coat Printing?

Many customers like the look of heavy ink coverage. However, to get continuous ink coverage an engraved cylinder is required. This presents a significant upfront expense. To avoid this cost, a traditional plate can be used but there will be a 1/8" gap in the print. Some designers will incorporate this "break" into their design – saving money and achieving a similar impact.



**1/8" Break** – Allows for a standard plate to be used.

# Random/Pattern Printing

*Series of shapes, images, or logos in a full coverage layout.*

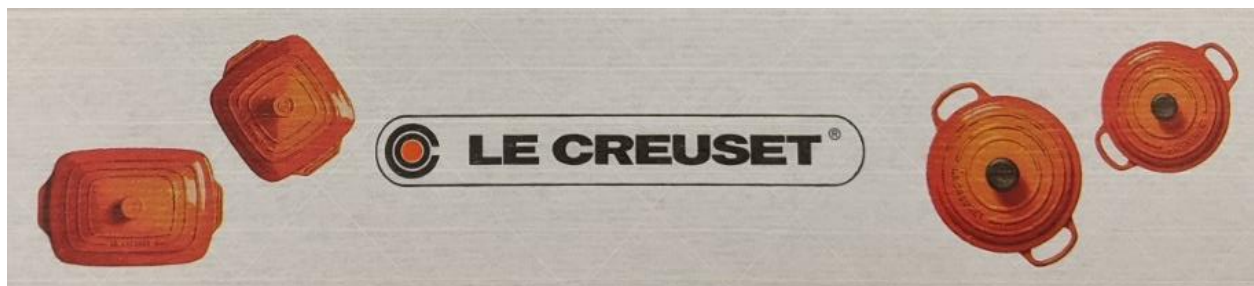
**Advantages:** Unique, recognizable, can be understated or dramatic, cost savings compared to a flood coat print.



# Process Printing

*Printing complex images for a true visualization of a product or service.*

**Advantages:** Eye catching, detailed visuals for maximum customer experience



## Facts about Process Printed Water Activated Tape

- The complex images seen above are created from dot pattern layering of ink.
- Most colors can be created with 4 color process – meaning there are 4 printing plates printing Cyan, Magenta, Yellow and Black inks.
- The printing plates for process printing are more expensive than standard plates for logo printing.
- Holland typically produced process printed tape in our Williamston, SC location.

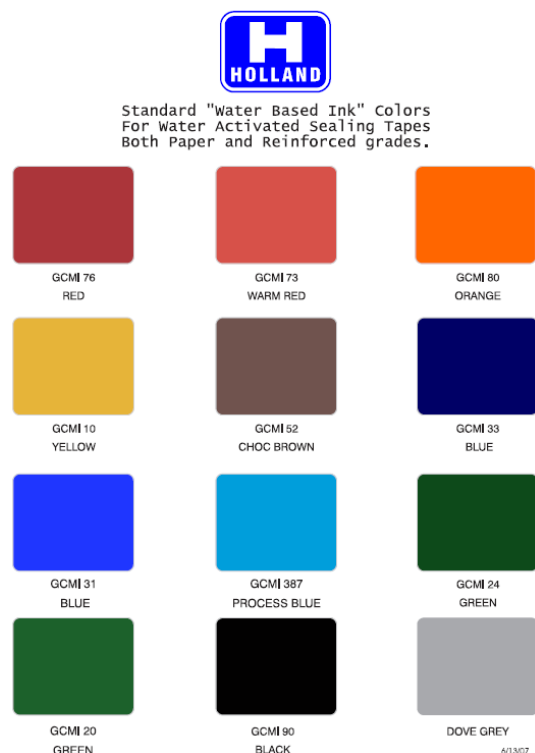
## Step 4: Vectored Artwork

Design your artwork in a vectored art file types such as .ai, .pdf (hi-res), .cdr, .svg or .eps. A vectored art file allows the art to be scaled without a loss of resolution. By providing these file types, it will save time and money.



## Step 5: Ink Color Selection

The proper ink color is critical for brand consistency. Holland offers a set of standard ink colors. See our standard ink color chart below:



Due to the nature of the printing process colors may vary from run to run.

## **PRINTING KNOWLEDGE**

### **What is a Bleed Edge?**

A bleed is a condition where the print extends to edge of the tape. The bleed requires the printer to trim the edges and leads to increased cost. To avoid a bleed edge, allow for a 3/16" unprinted gap at the edge of the tape.

### **What is an Engraved Cylinder?**

An engraved cylinder is used to print a repeating image without a "break" or area without ink. There are ways to create a similar appearance to a cylinder print with a standard plate.

### **Avoid the Cost of the Engraved Cylinder**

To save set up costs, clever designers can build in the "break" into their design. The "break" allows a standard printing plate to be utilized rather than an expensive engraved cylinder. Similar Look, Less Cost.



For customers that require a specific ink color, Holland uses the Pantone color system to identify custom ink colors. As part of the Holland Proof Approval process, Holland will send an ink swatch sample of the ink printed on the tape of your choice. Ink colors often look different when printed on kraft substrates.

**Pro Tip:** Water Activated Tape is classified as an “Uncoated” base stock. When looking for Pantone Colors, select a color (s) with a “U” suffix for “UNCOATED” base stock.



**Pro Tip:** If you have selected a Kraft Colored Tape, when selecting an ink color opt for 1 shade lighter than you expect. The kraft background will “darken” the appearance of the ink color.

## More About Ink

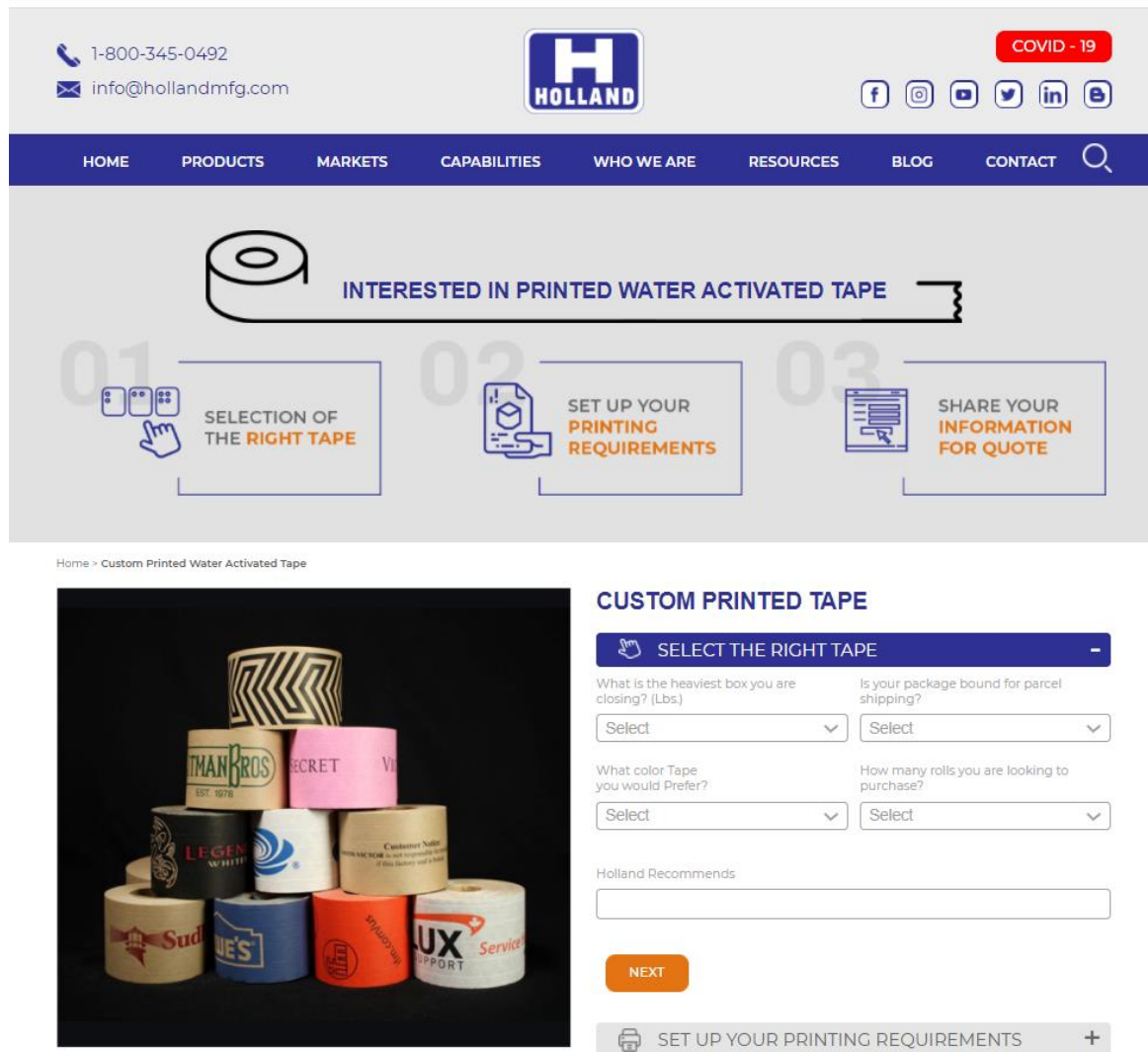
- Holland only uses the highest quality, **water-based inks** – good for the environment & our operations.
- **Top Coat Varnish** – for heavy ink coverage designs, Holland recommends a clear coat varnish over the top of the print. This mitigates ink transfer and gives the tape a slight increase in gloss.
- **Natural Kraft Paper** – There is variation in the shade of natural kraft paper. Our mill partners are highly consistent; however, Holland recommends our white tape stocks for customers with the highest sensitivities for ink color accuracy.



## Step 6: Submitting Your Request Online

Holland has created an easy to navigate web tool for obtaining a quotation for printed water activated tape. Follow the steps to receive a recommended tape grade for your application, set your printing requirements, uploading art files and provide your contact information. You will receive a quote within 24 hours.

<https://www.hollandmfg.com/custom-printed-water-activated-tape/>



*Thank you for reviewing our **Custom Printed Tape Design Guide**. If you have any questions regarding your printed tape design, the Holland Manufacturing team is eager to assist you, please contact us.*

Call: 973-584-8141



Email: [sales@hollandmfg.com](mailto:sales@hollandmfg.com)