

\$10.00

THE BUSINESS MAGAZINE OF THE PRINTING INDUSTRY

Reed Business
Information

Graphic Arts MONTHLY[®]

SEPTEMBER 2003

Groovy Perfectors

Roll Sheeters, Automation
& In-Line Coaters Boost
40" Sheetfed Presses

TAX INCENTIVES TAKE HOLD

PRINTERS NAVIGATE THE POLITICAL PROCESS

PROOFING SYSTEMS COVER THE GAMUT

STITCHERS BREAK THE BOTTLENECK

FISH IN A 3-D OCEAN

How do you take a commonplace object, such as a beverage cup, and turn it into something extraordinary?

For the forward-looking salespeople at Moore Wallace Post Printing, the use of lenticular printing—which adds special visual effects such as 3-D and motion to otherwise ordinary products—provided a powerful solution.

Recently, the West Bend, Wis.-based printer, a subsidiary of Moore Wallace, Inc., produced a 16-ounce drinking cup sporting a 3-D image as a marketing tool to promote its lenticular capabilities. The company distributed the eye-grabbing cup—the exterior surface of which features a school of colorful fish swimming in a 3-D ocean—as a sales tool, and found many of its recipients clamoring for its lenticular-enhanced products.

Using a sheetfed press, Moore Wallace can print lenticular images on a wide variety of surfaces, including magnets and mouse pads, calendars and phone cards, CD and DVD case covers, and countless types of direct mail.

Patented and proven

The printing company is an authorized user of a patented lenticular process called Extreme Vision, which was created by National Graphics Inc. (NGI), Brookfield, Wis. Moore Wallace teamed up with National Graphics because “it is the world leader in lenticular technology,” says Moore Wallace product manager Jennifer L. Campbell.

By Jack Rosenberger

Project Editor

“Its patented processes deliver the best lens optics, image mastering, image quality, and fidelity of motion available in the lenticular market today.”

Lenticular graphics involves two chief elements: a lenticular lens and a flat printed image. In the case of Moore Wallace’s colorful cup, the lenticular lens creates the cup’s surface, which contains countless tiny grooves and ridges that act as a plastic lens. The flat printed image of the colorful fish is printed as numerous alternating, narrow bands. When viewed through the lenticular lens, the narrow bands are transformed into a 3-D ocean of fish.

A handful of special effects, such as motion, zoom, and morphing, can be seen when viewing the cup. “The result,” says Campbell, “is dramatic, eye-catching, and magical.”

Royce B. McClure created the fish art, which is licensed to NGI, and Moore Wallace printed 2,000 copies of the cup on a six-color Komori Lithrone 40 press. Moore Wallace used specially formulated inks and coatings that were modified from their off-the-shelf formulation to specifically meet its lenticular needs.

Commercial printing accounts for the lion’s share of business at Moore



Moore Wallace's use of lenticular printing on a beverage cup shows that 3-D effects create a powerful, memorable marketing tool.

Wallace Inc.'s 18 plants in the U.S. At Moore Wallace Post Printing, lenticular printing has evolved into a growth opportunity.

Lenticular means a lot

Moore Wallace began printing lenticular products in 1994, and today the capability accounts for a significant percentage of its work at the firm's West Bend plant.

“We have been working diligently to provide our clients with solutions using lenticular printing as an effective and innovative marketing tool,” says Campbell. “Lenticular products are interactive, retainable, and can captivate your audience up to five times longer than a traditional printed piece.”