

WHITE INK

What are the benefits of white ink?

White ink can provide both opacity and a white basecoat for labels printed on clear, metallic and similar substrates. It is often printed on the surface of the substrate, immediately before the application of colored ink.

Clear Film

When printing on clear film, white ink is often used to provide an opaque surface for logos, barcodes, ingredients and nutritional information. White ink can also be used to create a “window” on a clear label to showcase products in a clear container or to focus the customer’s view on a certain location behind the label.



Metallic Film

When printing on metallic film, white ink is most often used to mute the metallic sheen of the substrate. Certain artistic elements on metallic substrates are printed without using white ink in order to create a colored, metallic look. When white ink is used, the metallic sheen is muted and the appearance is similar to non-metallic film or paper. The colored ink will create a metallic tint on the film’s surface.

Accurate spot color matching on both clear and metallic substrates requires a layer of white ink below the colored ink. Without the layer of white ink, the spot colors will be changed by the light reflected by or transmitted through the substrate.

White Film

When printing on white film, you can use white ink together with digital varnish to create raised surfaces and textures. You can use white ink, colored ink and digital varnish to raise the texture above areas where only colored ink (or no ink) is printed.



Common Problems & Epson Solutions

Problems

- White ink opacity is not high enough.
- White ink is not neutral – too yellow.
- White ink can coagulate in ink system.

Solutions

- High white particle concentration creates higher opacity.
- Print speed can be varied to increase opacity
- The ink is manufactured specifically for use with Epson print heads and curing LED lamps.
- Internal mixing and filter systems help prevent coagulation from occurring during operation.



See the SurePress L-6534 in action!
Click here to request your FREE product demo.

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