



Questions & Answers

What is Brilliance?

This is a new process that allows you to integrate high-end foil into images and graphics. Finlay is the first specialty printer in the U.S. to offer this technique.

How does this process work?

The Brilliance™ Foil by Finlay process is actual metallic foil, not an ink. It is applied in-line on our new state-of-the-art 8 color 41" sheetfed press. First the foil is put down and then the ink is printed on top to create the colors and effects desired. This in-line process allows for perfect registration of images integrated with Brilliance foil. Production speeds of 16,000 sheets per hour get the job done fast.

Is it environmentally safe?

Yes. The foil used can be recycled in the same manner as any printed material. It is removed from the paper in the same way that ink is separated. Also important to note, there are no polymers transferred to the printed sheets in our process.

Is it consumer safe?

Yes. We have analyzed the Brilliance foils at STR Labs (www.strlab.com), a highly respected testing firm, to be approved for use in the toy industry. Brilliance passed the strict requirements with flying colors.

What does it add to the cost of a project?

It is a very cost effective way to apply foil. The actual cost varies project-to-project based on size, foil coverage, etc. Our clients have found it to be a great investment because of the improved response their marketing pieces receive.

Can I see a foil proof ?

Yes. Before printing we will provide you with a metallized rendition of your image(s) for edits and approval of the Brilliance application.

What papers can I print on?

Right now the Brilliance process works on coated papers ranging from 80# text to cover weights up to 24pt.

Brilliance
Foil by Finlay