



# VALUE ADDED SERVICES

VAS capabilities inspiring VAS opportunities

DESIGN

GRAPHICS

LAB TESTING

CUSTOMER VALUE ANALYSIS

MECHANICAL PACKAGING SYSTEMS

FOOD SAFETY

VASCONNEX

## Litho Print Process

A thin metal plate etched with an image or text is inked, it then transfers that image or text onto a blanket which in turns transfers the ink onto the paper stock. In the packaging industry this is usually a sheet fed process for folding cartons, books, posters, greeting cards and print ads. There are web based presses which are used for newspapers, business forms, catalogs, encyclopedias and magazines.

Below are some of the reasons choosing litho label could be the right fit.

### Benefits:

- Best for short to medium box runs
- One box with different facing labels
- 1-8 color printing w/ varnish on labels
- Highest level of print quality
- Line screened images at 100 - 200+
- Tight plate to plate registration - no traps

### Things to watch for:

- There are sheet size limitations, 80" max
- Only a few IP plants can convert litho labels
- Higher per unit production costs

### Litho Label

Printed litho sheet is adhered to the outside liner of a combined sheet of corrugated

Printed Litho Sheet

Outside Liner

Combined Board



A separate sheet of paper is printed using offset lithography

Adhesive is applied to the underside of printed sheet

The label is then laminated to the outside liner of a combined sheet

The labeled sheets are then cut and scored at the die-cutter on a full die-board

A label may cover a portion of one panel, a full panel or several panels of the box

A label could cover the entire box or tray depending on blank size

### Litho Lam

The litho sheet is adhered directly to the flute tips and is now the outside liner

Printed Litho Sheet

Medium

Inside liner



or **single Face Litho-Laminate**

In this process the litho sheet becomes the outside liner of the box or tray  
Requires a special machine called an Asitrade to glue top-sheet to single face

Adhesive is applied to the underside of the litho top-sheet then it's attached to the flute tips of the single face

Less top sheet cracking over scores than with conventional box labeling

Litho Print



Spot Litho Label



Full Litho Label

Contact Us:

VAS-graphics@ipaper.com

THINK *the* CUSTOMER  
EVERY MOMENT. EVERY EXPERIENCE.

©2022 International Paper Company. All rights reserved.

INTERNATIONAL PAPER