



## Graphic Options and Design Considerations for IMD

Recent advances in printing, forming and molding technology have made it possible to achieve looks, designs and textures many once thought were unachievable. Through IML printing and graphics decorating, Serigraph chemists and engineers create innovative looks and graphic applications for numbers of products in the automotive, appliance, medical and consumer goods industries.

### The Printing and Graphic Design Arena

In the printing arena, different colors, materials and pigment combinations yield eye popping graphics. We see solid colors, optically variable ink systems, photo- and thermo-chromic appearances, luminescent graphics, glitter, morph, pearlescent, etc.

Graphic design takes this one step further allowing for many different textures and patterns. Our in-house forming and molding processes provide additional options to achieve 3D IML products and badges as well as flat appliques and clusters. The possibilities are endless.

### Options Serigraph Can Offer

**Chrome Parts and Accents** - Chrome ink offers a wide range of opacity and reflectivity options. Use chrome to generate a clean and clear look on user interface products.

**Metallization:** Select, Metal, Formed Metallization - A variety of metallic inks are available and can be printed on any clear substrate. Silver inks can be formed and molding in a variety of drafts and draws based upon specific inks and substrates used.

**Illusion Graphics:** Holography, Micromotion, Nano-motion - Our patented and proprietary print technologies simulate 3D with dramatic graphic patterns.

**Formable Hard Coats** - Our solution is an exceptionally scratch and chemical resistant coating that can be formed to a deep draw. It is available in any gloss level including high gloss piano black to very low matte gloss levels. Our technology can be applied selectively with a variety of finishes on the first surface of a part.

**Embossing and Debossing** - Three dimensional (3D) looks are created using special tools that press a graphic pattern into the printed material. It is especially dramatic when used on a reflective foil or a holographic substrate.

**Dead-front Graphics** - Differing dead-front levels and tints are available. Gloss and matte looks are achievable.

**Brushed** – There are numerous brushed stainless patterns that are available and can be printed on any clear substrate. Silver inks can be formed and molding in a variety of drafts and draws based upon specific inks and substrates used.

**3D Badges** - 3D effect is created with a dome coating process that can be delivered in round, rectangular or irregular shapes. Our dome coat and 3D-Lux badges can have a metalized appearance that can be mixed with colorful printed patterns.

**Glitter and Frosty Looks** - Use Serigraph's in-process technologies to achieve specialty looks that enhance your brand.

**Wood Grains** - enhance the interior of your automobiles with a classy wood grain look.

## Summary

There are many graphic options and design considerations when it comes to IMD (In-Mold Decorating). Serigraph offers these technologies with the innovation and experience of our engineers and chemists. These innovative looks and graphic applications are used in products in the automotive, appliance, medical and consumer goods industries. Serigraph is a leading print manufacturer of decorated products and in-store signs/displays.

## Partner With Us

By providing innovative, eye-catching technologies and services Serigraph enables customers to differentiate their brands and stand out at the point of decision.

To learn more about what Serigraph can do for you visit us at: [www.serigraph.com](http://www.serigraph.com) or email us: [info@serigraph.com](mailto:info@serigraph.com)



