

## Scodix: feeling the force of print

Scodix believes that forward thinking and differentiation will give any printing company the edge in this crowded industry. How can Scodix give you this edge? UK agent Conversion UK invites you to read on and find out.

CMYK created a metallic foiling effect

Scodix was founded in 2007, in the process creating the world's leader of digital enhancement for the print industry. With currently more than 35 distributors worldwide and nearing 200 installations, Scodix is growing at a rapid pace. It offers a genuine solution to the business challenges facing commercial printers today.

- Retaining customers through innovation
- Attracting new clients and developing new markets
- Staying profitable

Scodix offers game-changing digital technology that promises to leave a lasting impression and will deliver to you and your client a genuine competitive edge. The company takes the time challenging process out of your print jobs by enabling you to produce highly differentiated premium products, in-house, without sending work out for lamination, embossing, hot foil, or other embellishments. The added value of these digitally enhanced products means premium pricing can be charged, even for short runs – translating into higher profitability for your business.

What effects does Scodix offer to your products that will ensure they stand out from the rest?

Embossed tactility which gives the simulation of the real product

### 1 Digital Embossing

In conventional processes, embossing requires two dies and a separate press run after any varnishing or laminating. With Scodix SENSE, you can easily produce these valuable effects in one pass.

- 70 microns of embossed height (without the deboss)
- 99 Gloss Units (GU), the highest gloss available for printed materials
- Up to 250 microns (Braille) in polymer height, 100 times higher than selective varnish
- Variable density capabilities ranging from 1% to 100%
- Scodix 'lens effect', making colours stand out by magnifying clean light onto the printed colour

### 2 Spot UV

During 2014, Scodix launched a new polymer aimed at replacing the traditional spot UV by digitally laying an ultra-thin leaf of polymer that looks and feels like the traditional process. The benefit? Costs are reduced and this can economically compete on runs of up to 3000 B2 sheets.

### 3 Metallic

Metallic colours in a digital process using CMYK and one pass with Scodix SENSE. Scodix Metallic allows you to enhance prints with metallic colouring by simply utilizing your traditional CMYK colour process, either digital or litho. The digital one-pass post-print process eliminates the need to send print out for hot foil stamping.

Enhance digital prints with metallic colouring:

- Utilizing a CMYK colour process and Scodix SENSE – no need for additional hardware or software
- Unlimited number of metallic colours in one

print pass

- Cost effective, easy to use, in-house solution to foil stamping
- Short run – as low as one-copy

All these effects are produced with the Scodix SENSE polymer by a process that ignites the standard colours through magnification.

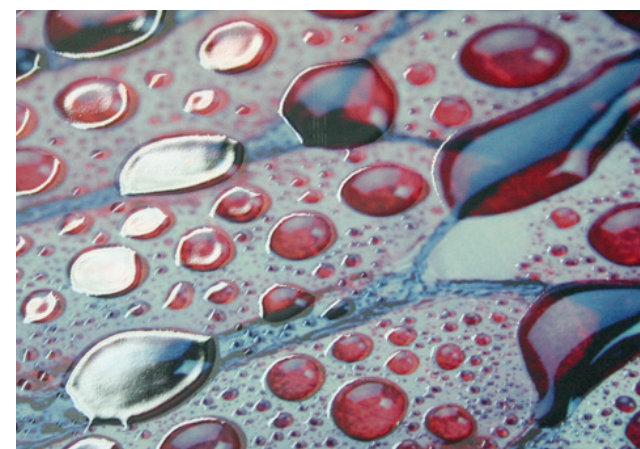
### 4 Web to print – visualisation software

Also during 2014, Scodix announced the arrival of its visualisation solution. This tool allows B2C businesses to offer a template-driven business card operation that through simple text entering will render the file, create the fifth spot UV file and then show the consumer how the Scodix effect can enhance their product. Simply put, the web to print tool acts as the online salesperson by showing the glossy, embossed end product.

Scodix digital enhancements make a tangible difference to each online order.



Grained detail embossing



Spot UV on a matt background

## Customer testimonials – could Scodix do the same for you?

### Precision Printing – Gary Peeling

'One of the things I love about this product is it can't exist in a digital or virtual space. It is all about the physical and that is what printing is about. Its ability to replicate metallic foils and embossed finishes digitally without the need for a block or die will address a pent-up demand for metallic finishes in the short run arena.'

### Epic Creative Print – Mark Downey

'We installed the Scodix system six months ago as we saw it as a real differentiator within our market place – digital and short run litho. Before purchasing we took samples to some of our larger clients and they were excited about its potential for developing a third dimension within their marketing communications. By applying the polymer we create a real depth to the otherwise 2D printed piece, appealing to the sense of touch as well as intensifying their visual experience. The Scodix has allowed us to gain appointments with new clients and offer our existing ones further verification of why they choose Epic as their printer of choice.'

Now you can ensure that each and every creation you produce brings something new and desirable to the table, or you can refresh your older pieces with exciting new additions. Add shine, raised elements, different textures, metallic colours or just expand your audience base to those who are sight-impaired with Braille.

In a nutshell, if you can envision it, Scodix can help you create it!

The advantage of high-gloss and variable densities and metallics is that you are able to offer your customers tangible products – they will not only see the finished product, but they will really feel it too, and this is proven to leave the customer with a real lasting impression.

[www.scodix.com](http://www.scodix.com)  
[www.conversion-uk.com](http://www.conversion-uk.com)

## Company vision statement

Scodix SENSE is the realization of the Scodix vision to provide unmatched, environmentally friendly digital enhancements, providing our customers with what they need most – profitable business growth through true brand differentiation in today's highly competitive printing market.