

## NEW CHAPTER / NEW LOOK / UNIQUE ANGLE



WINDLESGROUP

# COLD FOIL— WARM HEART

At the true home of Creative Cold Foil the process may be exactly that – cold – but it's definitely delivered with a very warm heart as inventor and print genius Bruce Podmore and his team are determined to provide the best service possible.

It was back in 2004 that Windles Group MD Bruce first drew his outline sketches showing how the cold foil system could work on an offset litho press and, over the intervening years, he has been continually refining, tweaking and perfecting the process to meet the demands of greetings publishers and constantly evolving designs.

“The secret is knowing how to design with it.”

The pioneering process was initially set up on Windles' prototype machine where the cold foil was applied to the sheet off-line then overprinted on the press. As the take-up of creative cold foil grew between 2007 and 2010, it became obvious that, while fit and registration were ok, they weren't as good as we wanted so, with the market demanding perfection and the designs warranting it, Bruce carried on with his hands-on experimentation. And there were more exciting times when he developed the cold foil unit as an integral part of the six-colour litho press, enabling designs to be brought to life with the magic touch of cold foil and an array of colour on top.

This opened up the opportunity for our lovely customers to come along to pass on press the complete foiled and printed look – it actually became quite the novelty, an exhilarating trip for designers wanting to watch as their finished creations were produced. We developed this into an entire factory tour to demonstrate all the other in-house complementary processes housed in our rural factory –

and give our equally lovely team members the chance to show off their skills and knowledge. With tightly-fitted embossing often a prerequisite of the cold foil key, the cold foil press and emboss operators work hand-in-hand to ensure the registration works perfectly.

And we're already reaping the benefits of moving into the lovely new eco-friendly Windles factory as, instead of being separated by the car park, the Bobst embossing machine is just a few yards from the cold coil press so everything is visible, transparent, talked about, loved and cared for by all the team.



It is because of those early teething problems that ensures that this brand-new application of the process is truly understood here at Windles, we pushed through the trial and error stages, learning any limitations and have nurtured creative cold foil to push beyond the original boundaries. That's the kind of company we are, allowing the time and nurturing the passion to develop a process, experiment with it, get it right – then see how far we can go with it. Nothing happens overnight and we're proud that Windles are the only people with the experience and expertise to continually break the boundaries of creative cold foil.

The secret is knowing how to design with it so another big transition in the services we offer came with the integration of Ian Kear-Bertie into the loop along with the MuchMore Studio that he heads up, and where they are currently celebrating their second birthday.

It's fantastic having a creative guru on site to assist designers with the translation of the available processes into what can be delivered on paper and board – providing that magic touch as a key ingredient of the relationship between the

creatives and manufacturers so the end result is beautiful designs. Ian and MuchMore have been key in the development of Liquid Paper Proofing, working closely with the pre-press and printing teams to enable customers to test cold foiled swatches and design ideas.

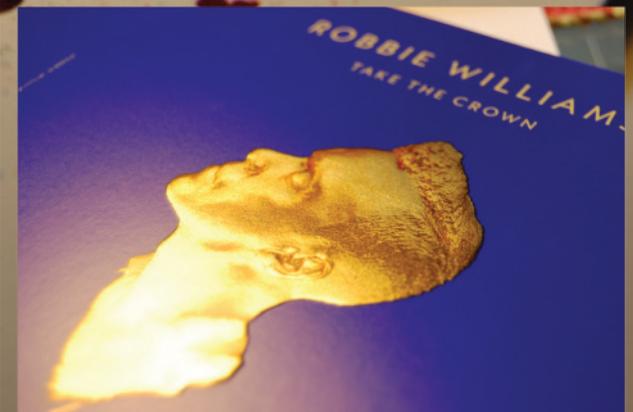
Technical expertise is in great demand thanks to today's fast-changing markets – greetings cards are redrawn and refreshed, and new designs launched at a faster pace than ever as publishers fight for their products to be selected by buyers as the next big seller.

So the adoption of different processes, and finding unique ways of using long-serving finishes, has become crucial to delivering the next new thing to wow the marketplace. This is where the versatility of MuchMore really gives us an advantage as they can be engaged from initial concept, brought in to jazz up existing designs, or just check that the planned emboss will work and the correct die specification is used for the final magical effect.

We've removed the panic of not being able to print a complete sheet by introduction of the innovative cold foil Flexisheet service that facilitates the production of one or two SKUs, or half a sheet's worth when a customer is in the early stages of a range so only require a couple of designs. This sheet service runs pretty much fortnightly, and sometimes as often as weekly depending on demand, and is often used by publishers wanting to test the market, or eliminate nerves over new designs.

Here at Windles we're the pioneers of creative cold foil so we truly understand it – and we've made it our mission to understand our customers' needs and ensure we transform ideas into reality.

We introduce new publishers to the process so they can embrace it fully and, where our existing creative cold foil users demand more, we're busily developing the next steps and accompanying developments to ensure we're always able to offer much more.



Cold foil precision registration is key to a successful design

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Ian, heads up the MuchMore Studio offering cold foil design support