



Keystone Printing Ink Company
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Keystone Printing Ink Technical Data Sheets

**Aqueous Coating Vs. Overprint Varnish
 Pros & Cons for the Print Buyer**

Aqueous Coating

Overprint Varnish

PROS

- Instant Drying (Quicker Turnaround)
- Does Not Yellow With Age
- Water Based (More Environmentally Friendly)
- High Gloss or Dull Finish
- Ability To Glue Over Coating
- Used On Both Coated and Uncoated Stocks
- Coating Will Not Effect Color Image Underneath
- Odorless

- Excellent In Line Spot Qualities
- Better Contrast
- Higher Gloss and Flatter Matte
- Superior Rub Resistance
- Less Expensive In Line Process

CONS

- Spot Coating Possible, Although:
 - A) Costly
 - B) Less Precise
 - C) Poorer Quality

- Offline Varnishing Very Expensive
- May Yellow With Age
- May Effect Appearance of Under Color
- Poor Gluing Properties

