

# Impressions™

ICG/HOLLISTON has developed a poly/cotton cloth material for the short run on demand book market (book covers), photographic reproduction and art reproduction. Impressions has been certified by Hewlett Packard for the HP Indigo Presses using indigo inks. This specially designed product uses “E” grade cloth and has excellent whiteness, color gamut, sharpness, ink adhesion, resolution, and resistance to marring and abrasion immediately upon exit from the printer. Top coatings, such as Sapphire or Diamond coatings, are not needed for additional ink adhesion with this product. The coatings that we apply during manufacturing of the product, allows the inks to adhere.

## Applications

Case book covers	Perfect bound book covers	Corporate presentation covers
Photo Albums	Loose-leaf covers	Advertisement pieces
Calendars	Photographic digital prints	Art Reproductions
ELHI book reviewing	High Quality Invitations	University Books

## Equipment to print on Impressions:

HP 5000

## Impressions is available in the following formats:

12” x 18” sheets; 200 sheets per box

Rolls: available in 12”, 18” or 54” width- normal put up is 100 yards.

## PRINTING INSTRUCTIONS

- Use a HP 5000
- Identify the coated side (glossy side) of Impressions.
- Place Impressions in the BY-PASS tray of the printer, glossy side up.
- Set caliper, GMS and dimensions of cloth.
- Suggested starting point for ink densities is 1.85 Black, 1.25 Yellow, 1.60 Magenta, and 1.60 Cyan. Ink depth can be adjusted according to the nature of the print.
- Suggested cleaning sheet every ten minutes during print run.
- Suggested starting point for temperature should be set at 160° C.
- Begin printing
- Finish with a UV top coating. **The UV top coating is recommended by ICG Holliston and HP for protection of the Indigo inks. We are not responsible for flaking of ink if you choose not to follow HP recommendation.**

## PHYSICAL DATA

Weight = 363 g/m <sup>2</sup>	Caliper = .014”/369 micron	Brightness = 87
Parker Smoothness = 6.25	Opacity = 89	Whiteness = 94

For additional information, samples, or technical questions, please call Customer Service at 800-251-0451.

[www.icgholliston.com](http://www.icgholliston.com)

