



### **VibraMotion® Technical Information**

- For use on Book Components.
- Exclusive to Lehigh Phoenix (no other book printer is legally allowed to use this technique).
- Allows the enhancement of graphics with eye catching flashes and spins. The visual effect change with different viewing angles.
- Effect is created by fine line work controlling reflected light.
- Effect can be brilliant or subtle depending on substrate.
- Effect is enhanced on solids, gradients (vignettes) and highly reflective substrates.
- Same durability as Spot UV.
- More dramatic effect on dark colors, foil, holographic foil, and glossy surfaces.
- Effect is more subtle on pastels, and light colors (OK when used with foils),
- Effect is not recommended on white, textures in register with color changes, and photographic images.
- Lehigh Phoenix has patterns available that can be customized to artwork.
- Pattern number and description must be provided with job along with a mock up of where the effect should be applied.
- New patterns are in development and will be released.
- Can be used on all cover stock (10pt, 12pt, Type II, etc.). When used on 100#, coverage amount is limited, check with John Carbone when considering this application. Cannot be used on 80#.
- Must be used in conjunction with any gloss film – not Stayflat.
- Patterns are an all over pattern (similar to a post emboss) for all Lehigh Phoenix available patterns.
- Any changes, knock outs, custom patterns, or books larger than 8.5 X 11 will be assessed custom die charges.
- Can be combined with embossing in custom patterns, but embossing will not be a very deep emboss or the VibraMotion® effect will be lost.

*Contact your Lehigh Phoenix Sales Executive for further details regarding limitations and proper usage.*