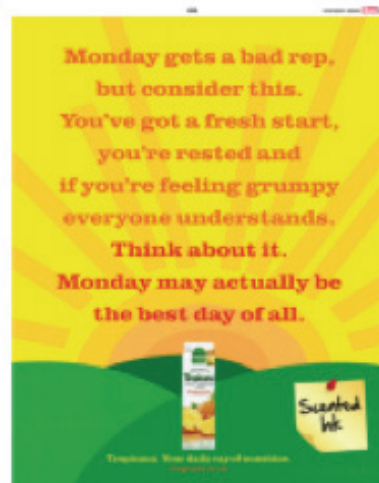


Scented Inks



Description:

Scented ink provides an option to add a fragrance to an image within a printed newspaper. It is encapsulated in a special batch of ink and is run in a partitioned section of the ink ducts on the printing presses.

The ink remains relatively odourless, until activated by rubbing the image.

There is a range of fragrances available e.g. food & drinks as well as a fluorescent ink option.

Lead Time:

Up to 5 to 6 weeks.

Key Considerations:

3kg minimum order.

The scent can be placed in either the yellow or magenta colour separation and is contained in all images of the chosen colour, on at least two tabloid pages (one at the front, and one at the back of the same forme)

Available page positions dependent upon the pagination.

Oil-based inks are used in the newspaper manufacturing process, so the scented ink may not necessarily match precise expectations.