



Making paper fun

Cougar® Promotion



Still The One

Something happens when we turn the pages of a compelling story, witness the impact of powerful images and experience the tactile quality of ink on paper. “Still the One” speaks to the heart of why we communicate with the printed page. When words alone cannot tell the full story, Domtar’s Cougar® still has the power to amaze and impress — to inspire laughter and evoke tears through the sheer beauty and power of the printed page. Since it first hit the scene in 1974, Cougar has delivered more benefits and options than many competing sheets — but one thing hasn’t changed. It’s still the reliable, affordable sheet printers and designers can count on for vibrant color reproduction, smooth print performance and surprising affordability. And since Cougar is FSC-certified and the premier member of the Domtar EarthChoice® family of papers, it also has the power to communicate a strong environmental commitment — and affect positive change. Read on to learn more about the exciting print techniques and new finishes used in “Still the One” — and discover why Cougar is still the one perfect sheet for all your clients’ printing needs.

LINE SCREEN

All elements = variable line screen angles exceeding 200 lines. This technique is used to eliminate the rosette pattern and to make the piece more visually appealing. This is a way to trick the eye into seeing continuous tone – a technique similar to stochastic (FM) screening.

INK COVERAGE

- Outside Cover = light to heavy coverage
- Inside Cover = light to heavy coverage
- Text Pages 1 – 20 = light to heavy coverage
- Envelope = light coverage on the front side; heavy coverage on the back side
- Letter = light coverage on the front side; heavy coverage on the back side



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INK USAGE & SPECIAL TECHNIQUES

Ink for all pages = UV (printed on a Heidelberg press with full inter-deck and end-of-press UV drying systems)

What is Textured Aqueous Coating?

It is a water-based coating that provides a “soft” feel or touch. The industry has adopted the term “Soft Touch” for this coating. It should be noted that “Soft Touch” is a registered trademark of one of the many manufacturers of this product. Other manufacturers are now adopting their own terms for this coating – such as “Soft Feel” or “Liquid Velvet.” If a printer has a question regarding this technique, they should be referred to the ink manufacturer or coating manufacturer. If they have further questions on this application, they should be referred to their blanket and press manufacturer.

What is a Dot-for-Dot Dull Varnish?

Applying a dull varnish over any printed portion of the page, while avoiding the knocked-out areas for type, etc. It is not advisable to varnish the “white” areas, as varnish tends to add a slight tint of yellow. The dull varnish does not add anything visually to the printed image, but it does help to seal the ink onto the sheet to help avoid “offsetting/rub-off” issues.

What is a Spot Raised UV?

The UV varnish material is piled on top of itself to give the shape and texture of what is seen and felt.

What is a Scratch and Sniff?

Scratch and sniff is created by micro-encapsulated gelatin spheres containing scented oil. These spheres are mixed into a binding agent, in this case a varnish, and then applied to the sheet. When the reader rubs the area that contains the mixture, the pressure causes the spheres to break – allowing the scent to escape. This technique can be applied as a spot technique or as a flood of the sheet.



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BROCHURE

Front Cover = 4-color process + match silver + dot-for-dot dull varnish. Blind emboss of word "One."

Inside Front Cover (Cougar on rock) = 4-color process + spot textured aqueous coating on the Cougar + dot-for-dot dull varnish.

Inside Front Cover Fold-Out (color pattern) = 4-color process + match silver + dot-for-dot dull varnish.

Page 1 (right side page) = 4-color process + dot-for-dot dull varnish.

Pages 2-3 = 4-color process + dot-for-dot dull varnish.

Page 4 (bubble gum girl) = 4-color process + Scratch and Sniff + dot-for-dot dull varnish.

Page 5 (multi-color dots) = 4-color process + dot-for-dot dull varnish.

Page 6 = (small car illustrations) 4-color process + dot-for-dot dull varnish + spot raised UV.

Page 7 (Mini Cooper) = 4-color process + dot-for-dot dull varnish.

Page 8 (baby) = 4-color process + spot textured aqueous coating (on baby's face) + dot-for-dot dull varnish.

Page 9 (baby) = 4-color process + dot-for-dot dull varnish.

Page 10 (dog) = 4-color process + spot textured aqueous coating (on dog) + dot-for-dot dull varnish.

Page 11 (lizard) = spot raised UV + 4-color process + dot-for-dot dull varnish.

Page 12 = 4-color process + dot-for-dot dull varnish.

Page 13 (toys) = 4-color process + spot raised UV + dot-for-dot dull varnish.

Page 14 (girl's soccer team) = 4-color process + dot-for-dot dull varnish.

Page 15 (boy's football team) = 4-color process + dot-for-dot dull varnish.

Page 16-17 (girl at fence) = 4-color process + dot-for-dot dull varnish.

Page 18 (tree) = 4-color process + match silver + dot-for-dot dull varnish.

Page 19 (canoe on lake) = 4-color process + dot-for-dot dull varnish.

Page 20 (Cougar) = 4-color process + spot raised UV + dot-for-dot dull varnish.

Inside Back Cover (Production Notes) = 4-color process + match silver + dot-for-dot dull varnish.

Inside Back Cover Fold-Out (Stocking Information) = 4-color process + match silver + dot-for-dot dull varnish.

Back Cover = 4-color process + match silver + dot-for-dot dull varnish. Blind emboss of word "Cougar."



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LETTERHEAD

Both sides were printed with 4-color process + match silver + dot-for-dot dull varnish.

ENVELOPE

Both sides were printed with 4-color process + match silver + dot-for-dot dull varnish.
This was die-cut with a steel rule die then converted.

PAPER USED

Brochure Cover = 80 lb. Cougar Natural Cover, Smooth Finish
Text Pages 1 – 6, 11 – 20 = 100 lb. Cougar Text, Smooth Finish
Text Pages 7-10 = 100 lb. Cougar Text, Super Smooth Finish
Letter = 80 lb. Cougar Natural Text, Smooth Finish
Envelope = 80 lb. Cougar Natural Text, Smooth Finish

BINDING

Perfect bound with PUR glue.

PERFORMANCE & TESTIMONIAL

All stock ran without any issues. The surface of the sheet and the runnability of the sheet through the press and bindery were both flawless. While on press, color was achieved in two to three pulls with minimal effort required to reach the densities and look desired. Cougar performed as expected and did a great job at holding ink densities not usually seen on uncoated stock.