

Gloss Meter

Printed Materials and Printing Industry

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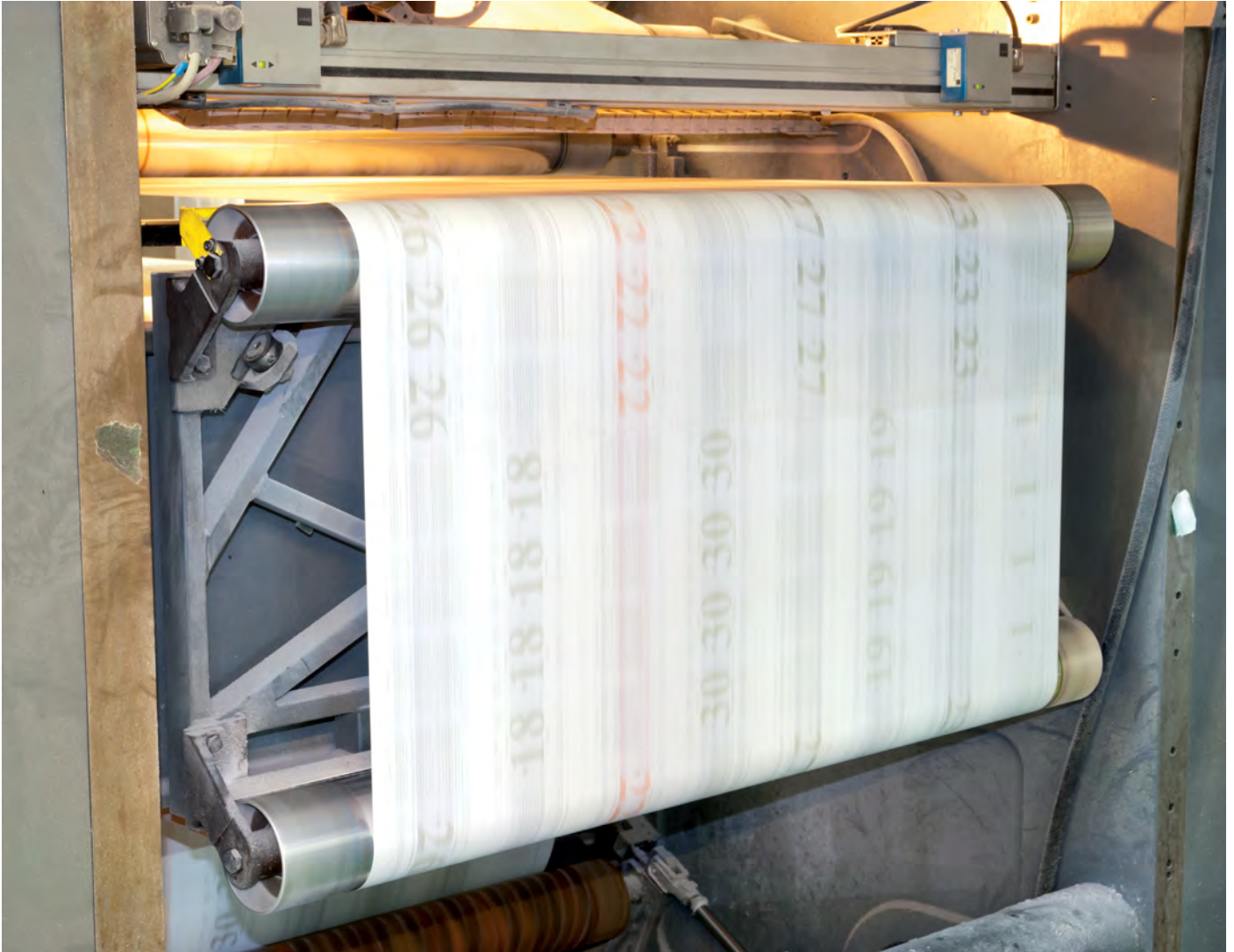
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A great deal of products is determined for numerous customers, such as printed materials – newspapers, magazines, brochures, postcards etc and etc. The range of these products can really be unlimited. All of us have experienced when it is absolutely inconvenient to read something as the page is too glossy and reflection from the page causes a big inconvenience to the eyes, or, on the contrary, the page is too dry and lacking a bit of varnish.



Very often printed materials editors and producers encourage production of the glossy pages in order to win an appeal of the readers. As a rule there are four types of coatings applied in that sphere: gloss, matt, silk and sealer. They are important in order to protect the paper from getting finger marks or some problems with ink. Coating is necessary mostly for matt and silk coated paper, as those kinds are less resistant in comparison to the gloss coated one. A special coating (not varnish) also prevents the paper from turning yellow and makes it more resistant.

Except the visual appeal of the printed materials there is one more point which is of a big importance – gloss measuring in the packages of the foodstuffs. If those cartons are of a bad quality and there was a gloss drop in the ultraviolet varnish during the production it may have serious consequences as, for example, curing problem, drying or the paint which gets into the food in the result of rubbing off from the package (the result of using the uncured ink).



As a rule, 75° angle is used for measuring the paper gloss, though 60° also gives good accurate results.