

Finishes – Aqueous Coating

Aqueous coating on paper shoppers is a great way to protect packaging and offer a high-quality finish.



We've previously discussed the value of providing a quality packaging experiences in order to stand out amongst competitors "wow" your customers. Aqueous coating can help to do just that. But what is aqueous coating and why does it matter? Aqueous coating is a water-based coating that can be applied in a variety of different finishes, from glossy to matte. Aqueous coating helps prevent scuffs, dirt and fingerprints from showing, which can be helpful for maintaining a consistent look for customers. Also, compared to lamination, aqueous printing is great because it doesn't limit the recyclability of your packaging.

While they look great, a limitation of laminated finishes on packaging is that they cannot be recycled because there are separate layers plastic adhered to the paper products. An easy test to see if a paper shopping bag is recyclable is to make a tear in it. If it tears easily in one piece, it should be recyclable. If it is difficult to tear and layers separate, it isn't recyclable. A glossy aqueous finish can achieve a similar appearance to a laminated finish without restricting the recyclability of your paper shopping bags when your customers are finished with them.

There are other benefits to aqueous coating as well. Aqueous coating is often conducted during the printing process and helps with the drying process, which can help save time and resources. It also helps protect the printed colors on your packaging over time. Aqueous coating has many applications and the different looks available like glossy or matte make it a very versatile finish.

Aqueous coating is a great option for a printing finish that offers good protection in a water-based coating that is eco-friendly, while still offering a high-quality product and experience. Classic PKG Direct is happy to help with any of your packaging needs. Aqueous coating can be a great way provide a high-quality finish to your packaging and deliver a great experience to your customers.



Industry Spotlight: WATCH IT!

WATCH IT! is a Canadian retailer that prides itself in finding the right timepiece for those who value their individuality. With 15 locations across Canada, WATCH IT! is a great place to visit when shopping for a new watch. And when you make your purchase at WATCH IT!, you also get to check out some of their cool packaging. Printed with aesthetically pleasing, high-quality images, WATCH IT!'s paper shoppers stand out and deliver on the overall experience for customers. When customers make their WATCH IT! purchase, the images printed on their packaging stand out and contribute to the experience. WATCH IT!'s packaging displays high-quality images that align with their brand and resonate with customers.

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