

AppareoFX™

Presented by BrightMARKS, LLC

Imagine what your Brand Name would look like with the gemlike, elegant surface of BrightMARKS' AppareoFX™ (Ap • ray • o) print enhancement. As alluring and eye catching as any light management technique or reflective foil board, it will give your Brand Name or printed collateral the distinction it deserves.

What is AppareoFX™?

Appareo is a Latin term meaning: to become visible, to appear, it is clear, and to serve. AppareoFX™ will do all that. It will clearly enhance the visibility of your brand identity, printed piece, or product's impact in the market place. This unique process captures the visual impact of foil by harnessing the power of light managing effects. Putting a reflective effect in your design directly improves the visible impact and consumer attraction that your print dollar is looking for. And, AppareoFX™ can be applied to almost any printed sheet or board, *giving you substantial savings* compared to traditional methods of applying reflective effects.

BrightMARKS specializes in improving your return on investment. We do this by utilizing a variety of print enhancement and light management techniques. AppareoFX™ is the latest special effect from BrightMARKS to achieve VA²D. It is the value equation that we follow in the rating of speciality print effects. VA²D means to increase Visibility, stimulate Attraction, hold Attention and create Decisiveness. Put AppareoFX™ and the power of VA²D to work for your print dollar.

Atract

Positive and

Purposeful

Action by

Replicating

Enhanced

Optics

AppareoFX™ Benefits:

- Substantially decreases cost
 - When compared to 40" holo-board or full coverage of clear holo-foil on a 40" sheet
- Gloss: Increases coating functionality
 - glossier, smoother, wetter, slicker, more shiny
- Matte: No Mark - No Scratch matte finishes are available
 - textured patterns can be replicated in the matte
- Unlimited holographic patterns available
- Custom patterns can be created;
 - swirls, checks, stars, type, logos, it's unlimited!
- Adds durability to the print

AppareoFX™ Production Notes:

- 70# text is the lightest stock
- 24 pt board is the heaviest stock
- From 12.75" to 40" sheet size
- AppareoFX is applied ON TOP of your printed piece
- Spot or Flood coverage
- Excessive powder will affect the reflection levels
- Provide film or layered art file



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For questions or samples call BrightMARKS at 913-338-1131 or 866-531-5923