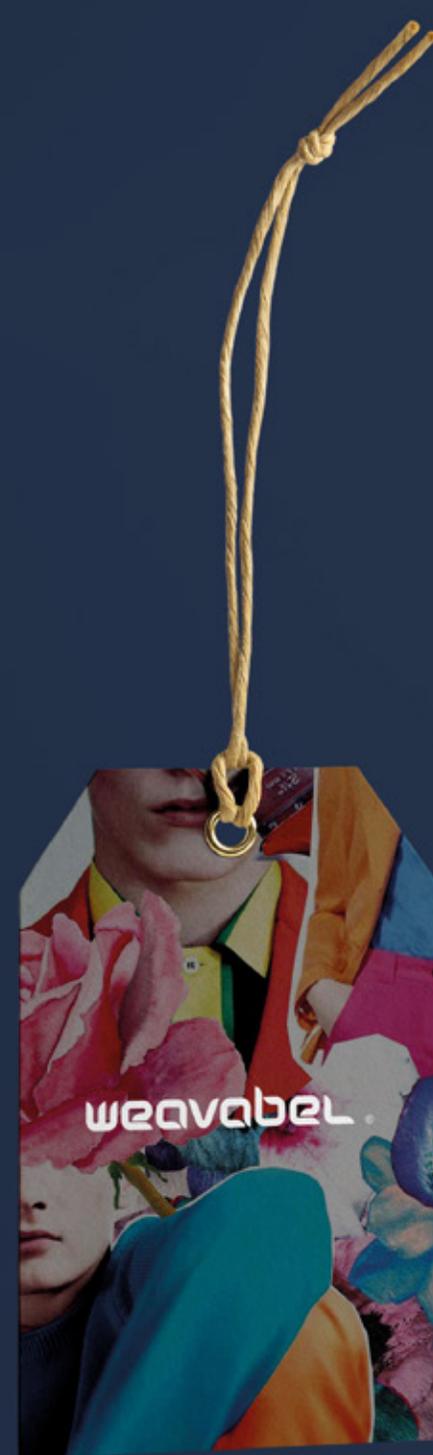


A GUIDE TO
SWING TICKETS & HANG TAGS



weavabel.®

SWING TICKETS AND HANG TAGS ARE BRANDING TOOLS THAT PROVIDE VITAL PRODUCT INFORMATION AND PROJECT YOUR BRAND IMAGE.

This guide is designed to help you create a swing ticket that strengthens your brand image and presentation. You will learn about different board qualities, material type, artwork & pantones, finish, cut & shape and decoratives that are available to create the ideal swing ticket for your brand and product presentation.



DESIGN



SAMPLE



SUPPLY



PRODUCT

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CHOOSING YOUR BOARD QUALITY

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01

CHOOSING YOUR BOARD QUALITY

BOARD WEIGHTS

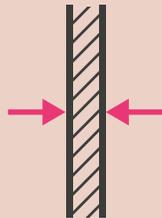
Board Weights are a crucial component to achieve the desired quality that matched your brand.

Hang tags that are made with 300gsm paper feel substantial and sturdy in the hand. We can produce anything from paper thin 180gsm or less, and up to a whopping 900gsm in most paper qualities!



HOW TO MEASURE

GSM - (grams per square metre) is used to measure the weight of paper and card. The higher the value the heavier the weight. If your board is 1msq 300gsm, the weight of the board is 300g. Anything weighing more than 170gsm is classified as Board.



board thickness

Board thickness is measured in Microns. 1000 micron = 1mm. A thick piece of board may not weigh more than a thinner piece of board at the same size. This is due to the board material type and the process factors used to produce the board.

For example, 2 different material board types (kraft or uncoated board) may weigh the same in GSM but have different Micron thickness value.

When considering the type of swing tickets you would like for your brand, the cost will be reflected in the types of material selected and comparing GSM and Micron values.

02

CHOOSING YOUR MATERIAL TYPE

COATED PAPER/BOARD

FINISH

Coated board has a smooth surface created by adding a finish. Various finishes include matte to gloss.

USE

Images are brighter and there is better reflectivity. When printing on matte coated papers, the image remains sharp.

PRINTABILITY

The ink is not greatly absorbed and therefore sits on top of the paper resulting in a sharper look and a smoother feel.

THICKNESS

Coated board is available in various thickness levels.

UNCOATED PAPER/BOARD

FINISH

Uncoated paper/board is generally not as smooth as coated paper/board. The paper is also porous due to not having any surface covering

USE

Full colour printing. Available in a wide variety of finishes.

PRINTABILITY

Uncoated paper/board is more absorbant and can therefore require more ink to print the image.

THICKNESS

Uncoated paper/board is available in various thickness levels.

COATED TYPES

GLOSS

It is a shiny paper that enable any printed image to jump out at you. However printed text can be difficult to read due to the glare exhibited on the gloss paper.

ART/SILK

An option between gloss and matte. Not as flat as matte. It has a slight sheen to the paper.

MATTE

Less shiny than gloss coated and has a lighter feel. It is the least premium of the coated papers and can therefore be an affordable option.

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RECYCLED

FSC Certified Board offers you the option to produce Swing Tickets to meet any ethical and sustainable requirements. High standards are adhered to ensure that the material used meets exciting standards to be able to be classed as FSC certified. The Forest Stewardship Council (FSC) sets high standards to ensure that forestry is conducted in an environmentally responsible manner.



Paper products produced by adhering by FSC regulation standards include:

- FSC 100%: products come from FSC-certified forests.
- FSC Recycled: the wood or paper in a product comes from reclaimed material.
- FSC Mixed: a mixed recycled material; with 30 percent made from controlled wood.



KRAFT PAPER

Kraft paper swing tickets are a premium quality paper material that is obtained from wood pulp.

The wood pulp is chemically treated in a process called Krafting to produce Kraft paper. A Kraft paper swing ticket provides a great print quality, a vintage look and is tactile. Kraft paper also offers a very good level of rigidity for a lower weight board.



It is an ideal material for Brands wanting to produce swing tickets for a vintage look, natural colour and natural texture. It would also be suitable for denim ranges, casual wear and also adds visual appeal to home goods.

03

CHOOSING YOUR FINISH

LAMINATION

Lamination can be used to protect the printed finish on paper/board. A thin layer of plastic is applied to the swing ticket and is available in Matte, Glossy & Silk options that offer different finishes.

Any lamination changes the appearance of the swing ticket. It adds durability due to the plastic coating placed on it. This can enable you to choose a slimmer board.



MATT LAMINATION

Can be prone to scuffing and this will be visible. Often used with Spot UV varnish to create contrast. Other finishes also used. This lamination creates a soft, muted look to colours.



GLOSS LAMINATION

This finish makes the swing ticket look shiny and the shiny surface can be reflective. Not able to write on this surface easily with a ball point pen.



SILK LAMINATION

This finish is not shiny and it is not dull. It is the inbetween finish that is soft to the touch, with a brushed sensation. The colours are muted.

METALLIC FOILING



Create a sophisticated look by adding metallic foiling to your Swing Tickets. The techniques used are Foil Stamping and Metallic PMS printing. Both techniques enhance the look but they are very different processes.

UV SPOT FINISH

A gloss laminate spot UV is applied to a specific area to highlight that part. Using Spot UV varnish to separate areas of a Swing Ticket enables that area to have a beautiful gloss effect that contrasts with the rest of the Swing Ticket. It can not be applied to all paper types. Some paper will curl at the edges if it is not a quality paper. Therefore the paper quality is must be considered if using spot UV finish.

FOIL STAMPING

The metallic foil is bonded to the paper using heat and pressure. It is applied directly on top of the material to create a visual and textual effect.

Benefits of Foil Stamping

- It produces a shiny and realistic metal finish.
- It adheres perfectly which enables the foil to draw attention to the Swing Ticket.
- Foil stamping is a durable option.

It also lasts longer when debossed due to the foil been placed into the material.

METALLIC PMS PRINTING

Special ink is mixed with metal particles to create a shiny printed finish. Due to the metallic particles the ink becomes opaque and multiple coats may need applying to achieve the desired effect.

Benefits of metallic PMS printing

- Wide choice of metal colours available.
- Subtle metallic effect.
 - Cost effective.

COPPER DIE

This process enables fine detail to be foiled. It is an expensive process, however it intricate detailing can be achieved. When attempting to produce fine detail via a print process, the ink bleeds creating infill.

HEAT RAISED INK



Heat raised ink also known as Thermography is a process where the ink rises upwards from the paper. The 3D raised ink results in a unique textured effect. This technique can be used for Swing Tickets that require embossing. The Thermography process involves applying an embossing/thermographic powder made from plastic resins. The powder coats the paper and attaches to the wet ink. This creates the embossed effect. The excess powder is removed during the vacuum stage and then it passes through an oven causing the powder coated elements to melt. The heat process leaves the powder coat looking shiny and with a bubble like effect.

POINTS TO CONSIDER

- Not suitable for designs using gradients. The process involves embossing powder sticking to wet ink. When heated the ink rises making it difficult to produce the gradient.
- Designs requiring more than 2x colours would require a longer production time.

EMBOSSING AND DEBOSSING



EMBOSSING

Embossing shows the image or text raised on the paper. It is achieved using plates that press directly into the paper. Inks and foils can be applied for added effect.

The thickness of the paper needs to be considered to ensure the embossed effect can be achieved. popular embossed styles

- Bukram
- Cord
- Linen
- Gravure

DEBOSSING

Debossing indents the text or image into the paper. Ink or foil stamping can be used to create a certain look to add depth and impact the design. The thickness of the material needs to be considered to ensure that debossing is visible.

BLIND DEBOSS

The text or image is indented and then another piece of paper/card is placed to the back of the indented paper/card to create a plain back. With 2x pieces of card placed together the swing ticket becomes twice as thick.

04

CHOOSING YOUR CUT & SHAPE

SWING TICKET SHAPES



Swing tickets can be produced in various shapes and sizes to suit your requirements. The shape cut is dependent on the material weight and thickness, however most papers can be cut to meet the following shapes.

Choose from:

- Rectangular
- Rounded
- Square
- Die Cut

SWING TICKET EDGES



GILT EDGE

This is a specialised process that involves applying metallic foil to the edge of the Swing Ticket.



PAINTED EDGE

If you do not want a metallic foil edge, you can opt for a painted edge.

Note: to achieve a gilt or painted edge the swing ticket must be square cut.

05

EYELETS, STRINGS & PINS

EYELETS



Use different eyelets and strings to dress up your Swing Tickets. Eyelets add an extra depth to the overall design of the Swing Ticket and selecting an appropriate eyelet and attachment string will complete the overall look, feel and appeal of the Swing Ticket.

STRINGS



Strings can be used to loop through labels on garments to attach the Swing Tickets. The choice of string therefore needs to match the garment quality.

Popular strings include:

- Cotton string
- Satin Ribbon
- Waxed cord
 - Jute
- Elasticated cord
 - Ball chain
- Grosgrain ribbon

PINS



Pins are also used to attach the Swing Tickets. Choose from a standard saefy pin or bulbous pins. Remember - attaching quality Swing Tickets will help you to establish brand identity.

06

ARTWORK AND PANTONES

ARTWORK SPECS

- Artwork that is of 'Text and Graphic Designs' (anything that isn't a photographic image) should be submitted as a vector saved format i.e ' PDF, Ai, EPS', with any text and graphics 'outlined and embedded' and images saved at the correct resolution and print format (CMYK).
- We cannot accept artworks that have 'JPEG or PNG' images incorporated within them. This will result in a reduced quality finish. Lines and text become unworkable especially when produced for a woven label.
- If you are submitting artwork that contains a photograph please try and ensure you provide us with the largest image saved 'sharp' and at the correct resolution for print production, ideally saved at 300dpi, this will produce the best results when printed.
- If your artwork contains a mixture of photography, text & graphics please 'embed' images and 'outline' text and graphics.
- Please supply artwork to the exact finished production size, or if supplying scaled artwork, please indicate the correct finish size required.
- We require artwork to be submitted with Pantone references or supplied in 4 colour process (CMYK), please advise which process your artwork adheres to. Artwork saved in an 'RG B' format will look correct when viewed on a screen, but when printed will result in a darker, less colourful finish, due to the limitation of the print process. Check that your artwork is set up to the correct colour, lightness and contrast before supplying it to us.

PANTONES & PRINTING

When printing on Board the Pantone reference needs to suit the Board material. The Pantone colour palette consists of colours identified by a 3 or 4 digit number and a C or U suffix. The suffix is essential to gaining the best print finish on the Board material type.

A coated Board generally does not absorb ink in the same way that uncoated Board does, therefore the finished appearance looks different. Think of a bottle of ink being poured on a coated and an uncoated board, the ink is the same but the boards are different and therefore the appearance of the ink alters. Choosing the colour with the correct suffix that works for the board type (C or U) is therefore key to achieving the tone of colour desired.

Note - 4 colour process (CMYK), has a different effect and the colour does not pop out.



We hope this guide has helped you understand the anatomy of a Swing Ticket and you are able to use it as a reference when considering your next Swing Ticket/Hang Tag production.

There is always someone happy to help and answer any questions you may have regarding your Swing Tickets/Hang Tags and any other trims.

**PLEASE FEEL FREE TO
CONTACT US TO DISCUSS.**

WE ARE HAPPY TO HELP.

PHONE

0044 (0)113 239 1122

EMAIL

sales@weavabel.com

WEB

www.weavabel.com

weavabel