

# DECORATIONS

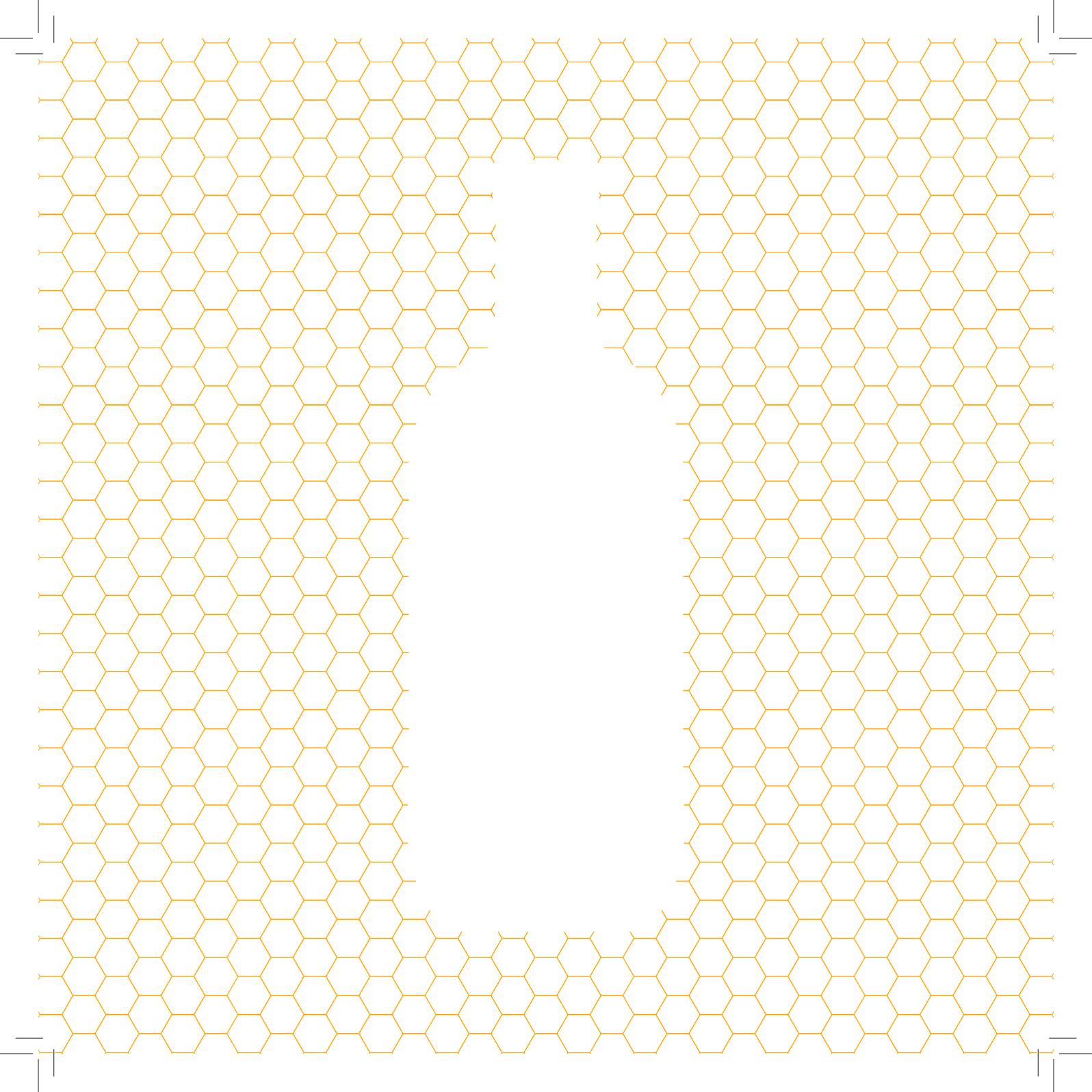
Discover the decoration techniques produced  
on Selective Line's MOONEA "minis"



**SELECTIVE LINE**

by Verallia





**Verallia** offers bottles  
and multiple decoration possibilities  
produced by its three integrated companies,  
Saga Décor and Société Charentaise de Décor in France,  
and Verallia Polska in Poland.

**SCREEN PRINTING,  
ACID ETCHING,  
LACQUERING,  
HOT STAMPING,  
INKJET PRINTING...**

There is no shortage of techniques  
to give your creation a strong identity.

Selective Line, Verallia's premium brand has chosen the MOONEA bottle  
to illustrate the decoration techniques.

# What you will find in this box set



1  
**Screen printing**  
Ink mixing glossy black and mother-of-pearl hues. Effect also possible by using enamel screen-printing.

2  
**Screen printing**  
done using imitation gold, silver and copper organic inks as an alternative to precious metals.

3  
**Screen printing**  
combining three precious metals: gold, silver and copper for a real luxury effect.

4  
A mix of texture effects (embossed and flat) on an enamel **Screen printed** decoration for perfect resistance.

5  
The frosted effect of **acid etching** is completed by an organic "flux" ink that restores the transparency of the glass in the texts & graphics.

6  
The frosted effect of **acid etching** is reinforced by a decoration that turns blue when cold.

7  
Gold **lacquering** at the bottom of the bottle married to a trendy coral pink ink decoration.

8  
Translucid pink gradient **lacquering** at the bottom of the bottle, combined with a **fluorescent** ink decoration that intensifies at night.

9  
Translucid blue gradient **lacquering** on the bottle neck combined with a phosphorescent ink screen printing decoration that reveals itself at night.

10  
Iridescent green **lacquering** with green and black ink screen printing for the original final touch.

11  
Matt black lacquering to highlight the brightness of platinum-colored **hot stamping**.

12  
Saga Décor **Novelty, inkjet printing** enables you to customize your bottles with no color restriction.

# SCREEN PRINTING

Stencil-based printing, color after color, using materials such as ink, enamel or precious metals for a variety of effects.

## TEXTURED

Paper effect, matt, rough, embossed, etc. to the touch



## LUMINESCENT

Ink or enamel reveals under black light



## THERMAL

Ink appears when the bottle is hot or cold



## FRAGRANT

The fragrance is released when rubbing the screen printed surface



## BENEFITS

THE TEXTURED, THERMAL, LUMINESCENT AND FRAGRANT EFFECTS ARE INFINITE.  
SCREEN PRINTING IS THE LEAST COSTLY DECOR TECHNIQUE.



## ENAMELS



## INKS



## PRECIOUS METALS

<b>MATERIALS</b>	Ground glass + mineral pigments + paraffin type medium	Organic compounds + other additives.	Precious metals + organic compounds + other additives.
<b>FIRING</b>	In lehr at 600°C allows a complete fusion with the bottle.	Heat treatment from 150°C to 200°C or UV flashing.	In lehr at 600°C.
<b>RESISTANCE</b>	Excellent due to the enamel/ glass fusion. Adapted to repetitive washing.	Good but inferior to enamel: care to be taken when bottling.  May be combined with lacquering.	Excellent. Adapted to repetitive washing.
<b>FINISHES</b>	Multitude of finishes: embossed, matt, silky, gloss, semi-transparent.	Infinite color scheme Possible effects: thermal, luminescent, phosphorescent, fragrant...	Glossy or matt. Different colors possible according to the precious metal alloys (gold, platinum, copper).
<b>LIMITS</b>	Due to the use of enamels without heavy metals, the color scheme is limited (no vivid color).  Impossible on top of lacquering (high-temperature firing destroys the lacquering) but possible under the lacquering for an embossed effect.	Fragility. Must be packed in square-crossing boxes.	Price related to precious metal costs.



# ACID ETCHING

Plunged into a bath of acid giving the glass a frosted, sandblasted finish.  
Acid-etching can be total, partial or with a window.

## ACID ETCHING WITH WINDOW

Possibility to create “spared” or “window” zones bringing out the transparency of the naked glass.



## PARTIAL ACID ETCHING

It is possible to acid etch only the lower part.  
The separation between the lower acid etched part and the upper transparent part, may be straight, in the form of a frieze or any other shape.



- ULTRA-RESISTANT.
- TECHNIQUE COMPATIBLE WITH ALL KINDS OF DECORATIONS: SCREEN PRINTING, LACQUERING, HOT STAMPING...

# LACQUERING

Spraying of lacquer (drying possible by heat treatment at 180° or by UV flashing).  
Lacquering may be total, partial or gradient.

It enables a **multitude of colors** and a wide variety of effects: matt, frosted, gloss\*, opaque\*, opalescent, translucid\*, metallic, iridescent\*. **It can play with the light:** luminescent, phosphorescent, fluorescent. **It can play with the material:** soft touch, rough, crackled.



\*photo here

## BENEFITS



ULTRA-FAST DRYING.  
ENABLES A DECORATION ON FILLED BOTTLE AS IT IS NOT FIRED AND THE CONTENT REMAINS UNALTERED.

# HOT STAMPING

Transfer of metallized paper to the surface of the glass to obtain matt or gloss metallic effects.



## BENEFITS



MAXIMUM SHINE.  
HOT STAMPING APPLIES TO ALL SURFACES: RAW, ACID ETCHED  
OR LACQUERED GLASS.

# INKJET PRINTING

Inkjet printing is the reproduction of a decoration by digital printing. It can be used to achieve photographic quality on an empty or filled bottle.



NEW

— SAGA DÉCOR —

BENEFITS



WELL SUITED TO SMALL RUNS AND ULTRA-CUSTOMIZATION  
(UNIQUE BOTTLE).  
POSSIBLE TO DECORATE A FILLED BOTTLE.





For a special vintage, a partnership or a special event.



**ARTEFAKT**



Saga Décor offers you the possibility to customize your **filled bottles** by decoration.  
Compatible with UV screen printing, hot stamping, lacquering and inkjet printing.



# **QUESTIONS ■ ANSWERS**

## SCREEN PRINTING

### **What is the difference between enamel and ink?**

**Enamel** is a material composed of glass frit and pigments. Enamel is fired at more than **600°C** for a complete fusion with the bottle, giving it perfect resistance.

The color scheme does not include vivid colors.

**Ink** is an organic polymer. Ink can be dried either by UV flashing or in the open air or by firing below 200°C. Ink is therefore fixed but there is no complete fusion with the glass.

Strength: all colors are possible, even the most flashy (fluo, red, etc.).

### **Why aren't all colors possible in enamel?**

Current regulations prohibit heavy metals.

The same heavy metals give bright colors to enamels.

### **What is the difference between luminescent, phosphorescent and fluorescent?**

**LUMINESCENT** = the decoration appears under black light (light used in nightclubs).

**PHOSPHORESCENT** = the decoration charges up on daylight and renders light at night.

**FLUORESCENT** = the decoration is fluorescent in color in the daylight and becomes luminescent under black light.

### **What is thermal ink?**

Ink that changes color at a certain temperature; after being in the fridge, for example.

### **What is a gradient decoration?**

The gradient technique is used to give a gradient effect in the same color.

## **ACID ETCHING**

### **Is acid etching compatible with decorating and/or labelling?**

Acid etching is compatible with any type of decoration (ink or enamel screen printing, lacquering, hot stamping, etc.) and with labelling.

## **LACQUERING**

### **What decoration can be done on a lacquered bottle?**

Only ink screen printing, hot stamping or inkjet printing can be done on lacquering.

### **Is it possible to do a partial lacquering with a clean edge?**

Partial lacquering can be cleanly delimited but this requires a cover and increases the cost of lacquering.

### **Is lacquering compatible with labelling?**

Lacquering is compatible with labelling.

To avoid altering the lacquering, precautions need to be taken when labelling.

## **HOT STAMPING**

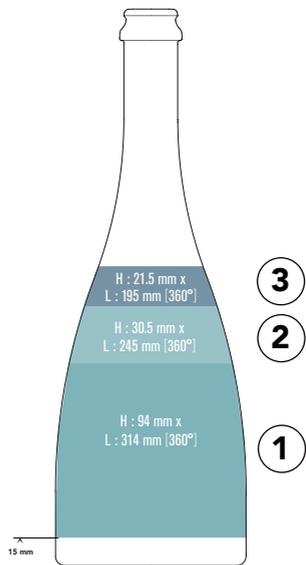
### **In what cases should the hot stamping technique be used?**

Hot stamping is the only technique enabling a mirror/ultra-bright render comparable to the shine of precious metals on full or lacquered bottles.

# GOOD TO KNOW

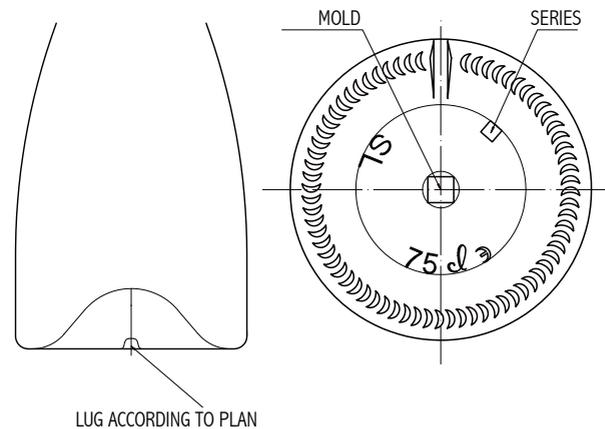
## What is the **decorable area**?

It defines all parts of the bottle that can be decorated.



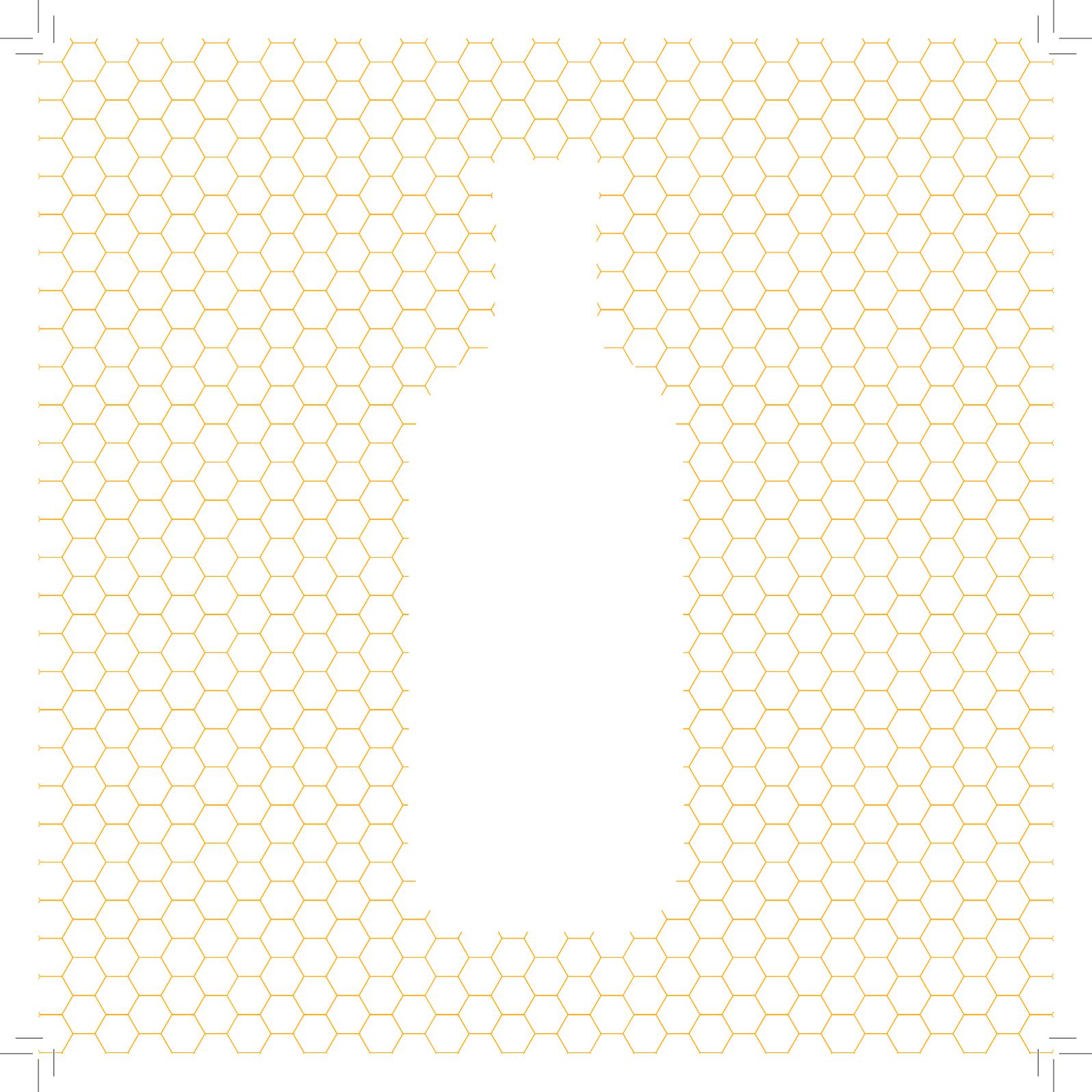
## What is the purpose of a **location lug**?

Embedded in the bottom of the bottle, the lug is used as a machine indicator to block the decoration and avoid for example decorations on the parting line of the mold. It also enables a better juxtaposition of decorations.











# SELECTIVE LINE

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