

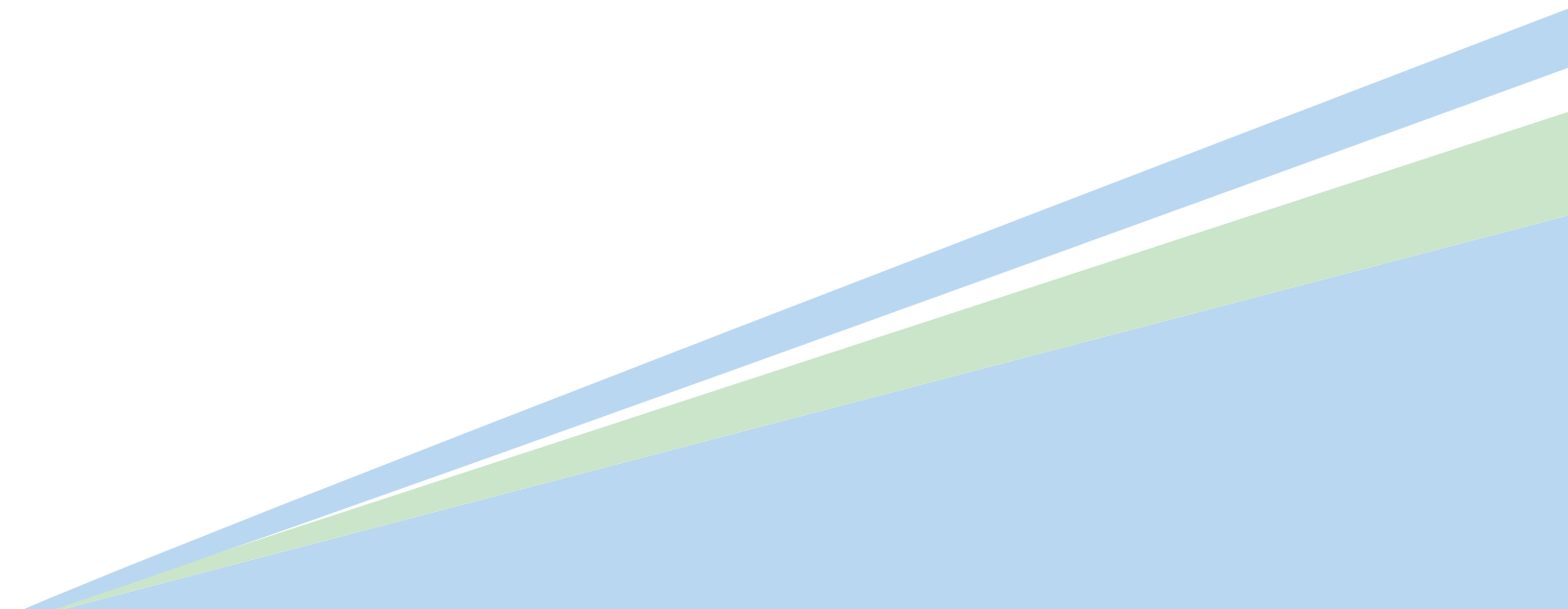


**BIRCH RICHMONDS**



# **4 Color Process Plus Foil Production Guide and Technical Report**

Sam Brittain



**BIRCH RICHMONDS**  
Lotions

# Art considerations/theme

## Brand Concept

Birch Richmond's is an everyday personal hygiene brand focused on comfort, reliability, and simple ingredients. The brand is designed to appeal to those who want an effective lotion they can use daily. The brand focuses on clean design and simple ingredients. The brand is made for people who care about quality without wanting anything flashy or overdone, so that it fits naturally into daily life.

## Brand Colors

Pantone 308U C-100 M-28 Y-0 K-0	[Blue color swatch]
Pantone 3501C C- 81 M-0 Y-100 K-1	[Green color swatch]

## Working Logos



## Brand Fonts

Logo Initials- *Athelas Bold Italic*

Header- **PT Serif Bold**

Body- *Plantagenet Cherokee*



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# Proof



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M&B  
Cyan - Magenta - Black - Foil

Sam Brittain - Spring 2026

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## File Preparation

Step 1: Using ArtPro+ Trap all the artwork to prevent gaps from forming between different colors (.04mm)



Step 3: After files are prepared launch the files so plates can be made.



Step 2: Screen all the artwork using ArtPro+ to determine which LPI to use to get the best detail(120).

- Foil- 0 degrees
- Cyan- 7.5 degrees
- Black- 37.5 degrees
- Magenta- 67.5 degrees
- Yellow- 82.5 Degrees

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## Plate Making

Step 1: Choose plate type (DFR 067 mils)



Step 2: Back exposure: put face down (film cover side) in exposure unit. Expose for 85 seconds

Step 3: Pull mask off in one clean pull and place in Esko Spark 2530 along the ruler so the left side is at 30mm mark



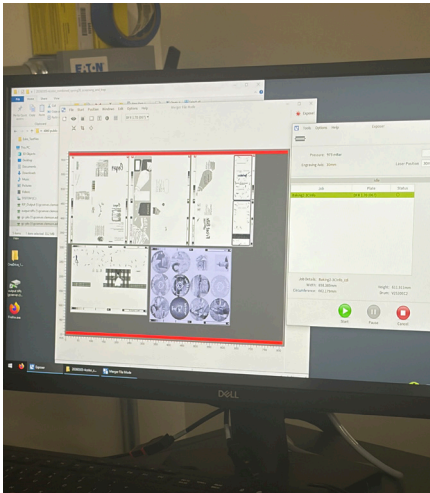
Step 4: screw the bottom clamps to lock the plate in. Hit the vacuum button and spin plate so you can lock in the top clamp. (Check for air leaks)

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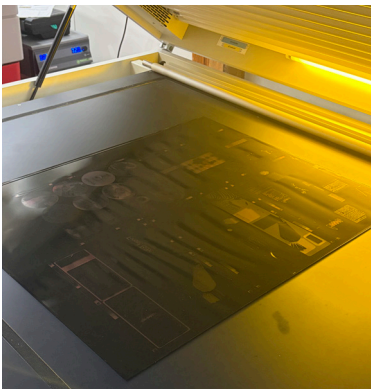
## Plate Making

Step 5: open rip output, exposure software, and merger software. Drag files from rip output to the right side of merger software.



Step 6: Position onto artboard, select dft 1.7 (067) and click expose. After naming file it will load into exposure software.

Step 7: Set laser to 30mm. Click start to set laser and start again to expose.



Step 8: When exposure is finished put the plate face up in the exposure unit and expose for 6 minutes.

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## Plate Making

Step 9: Bring exposed plate to thermal developer (Cyrel FAST 1000 TD). Htd roll should be set at 335.



Step 10: Select DFR 067, set rev to 1 (10 total rotations), and width to 30 inches.



Step 11: Use F3 to open and close clamps (make sure corners are clamped). Use F4 to start.



Step 12: Post exposure: Put plate in top drawer of exposure unit and set 1 minuet of standard light and 2 minuets of uvc.

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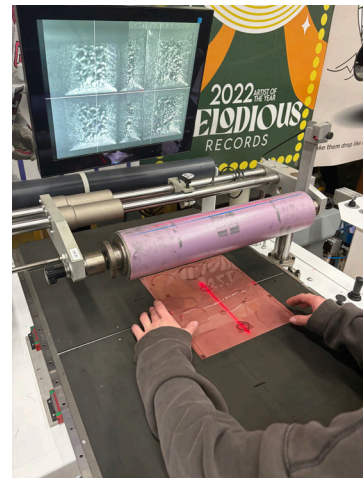
## Plate Mounting

Step 1: Make sure plates are cut out and shorter than the circumference of the plate sleeve



Step 2: Lock mandrel in place by flipping switch to the x. Turn on airblast so the sleeve slides on easily. (nut should line up with sleeve gap to be fully flush)

Step 3: Turn lock off and move mandrel to mounting station. (Use pedal to open and close mount).



Step 4: Mark the center of the plate and line it up with the center laser then line up the registration marks using the camera. (camera is in gap when tray is pulled out)

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# Plate Mounting

Step 5: pull lever down to attach plate to sleeve and roll tray to get plate to stick.

Step 6: Press pedal again to release and use air blast again to remove sleeve from mandrel.



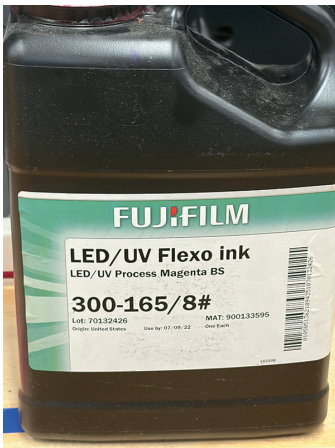
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# Print Materials

## Ink



Anilox Volume:  
1.8 BCM



Anilox Volume:  
1.8 BCM



Anilox Volume:  
5.5 BCM



Anilox Volume:  
1.8 BCM

## Substrate



## Foil



Anilox Volume:  
5.5 BCM

Nilpeter uses chamber blade system

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# Print Production

## Safety Concerns

- Tie back long hair
- Wear closed toe shoes
- No jewelry or very loose clothing
- Wear pants

Step 1: Open station hood and turn on airblast to slide each sleeve onto the appropriate station(KFCMY). Then turn off air and close hood



Step 2: Once the press is running use the iPad to change the impression and registration going from yellow back toward black.

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# Print Production

Step 3: attach the foil so it can start printing to the adhesive and register it.



Step 4: Register the die cut (3x4 2.875") until the stickers are placed correctly.

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## Testing

Density		LAB	
Gear	Operator	Gear	Operator
Black- 1.59	Black- 1.71	Black	Black
Cyan-1.19	Cyan-1.24	L- 11.9	L- 12.2
Magenta- 1.34	Magenta- 1.43	a- .81	a- .91
Yellow- .96	Yellow- .92	b- 1.31	b- 1.09
		Cyan	Cyan
		L- 54.1	L- 53.20
		a- -37.52	a- -37.60
		b- -52.2	b- -51.23
		Magenta	Magenta
		L- 49.1	L- 47.8
		a- 73.9	a- 76.02
		b- -6.21	b- -4.97
		Yellow	Yellow
		L- 89.36	L- 88.87
		a- -6.88	a- -6.89
		b- 92.68	b- 92.04

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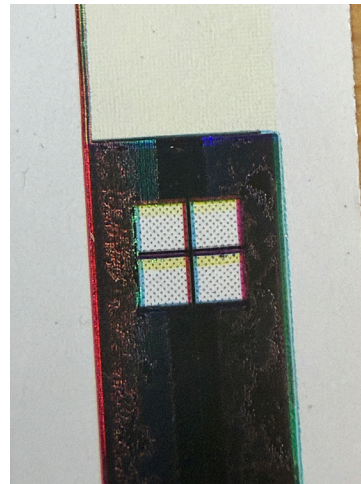
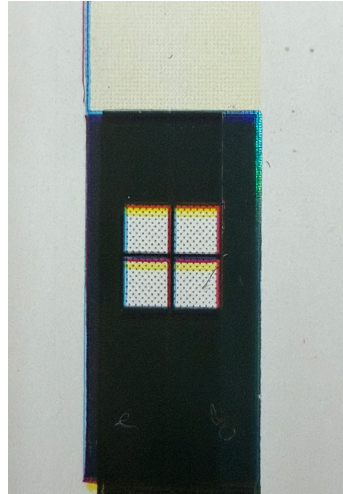
# Analysis

Printed results:

Gear

Operator

Registration went smooth and turned out pretty well



Overall the press run was successful. The main issue other than the foil adhering, which everyone encountered, was this background that showed up during print. This is likely due to small 1% or 2% dots in the artwork that weren't noticeable digitally but due to dot gain from not being able to produce 1% dots it showed up larger during the run.



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