

WHEN SHOULD YOU GO FOR MATT VS GLOSS?

TRYING TO DECIDE BETWEEN A MATT OR GLOSS FINISH ON YOUR PLASTIC CARDS?

Understanding the difference

As the name implies, gloss gives a high shine finish to your cards. Gloss can give colourful images and text more of a boost and give greater impact.

Matt gives a flatter finish without the shine, so you won't get the same glare.

When to choose Matt

If you're going for a black background or a dark coloured background, **we always recommend going for a matt finish.**

This is because a gloss finish easily shows up fingerprints, smudges and scratches. Matt cards don't - so they look better and last longer.



GLOSS SHOWS UP FINGERPRINTS, SCRATCHES AND ALL SMUDGES

Use them both for the greatest impact. Print your card on a matt finish and pick out some of your design of text in spot gloss for real stand out. For more information, call us on 01244 526009.