

Design with Impact:

Learn how to set your designs apart with foil stamping & embossing

September 29, 2003, 1:00 - 4:30 pm

151 E Wacker Dr. • Acapulco Room • Hyatt Regency Chicago

From cartons and labels to greeting cards and point-of-purchase displays, foil stamping and embossing continues to increase in popularity as an effective means to create shelf presence, brand identity, authenticity, and provide added value to products in a variety of markets. The brilliance of foil, the texture and depth of embossing, and the movement of holography provide numerous possibilities to create eye-catching designs with impact. This half-day seminar, sponsored by the Foil Stamping and Embossing Association, is structured specifically for designers. If you would like to learn how to utilize these exciting mediums in your designs, effectively and affordably, then this is one seminar you won't want to miss.

SEMINAR TOPICS

Set Your Designs Apart with the Impact of Foil Stamping & Embossing – Rob Kobe, API Foils

Learn how foil stamping and embossing can set your designs apart from others and create shelf presence and impact that the customer will remember, including specific examples.

Exploring Hot Stamping Foil Choices and Foil Stamping Techniques - Chris Corbett, ITW Foilmark

Discover the many different hot stamping foil choices available, including holograms and other specialty foils. In addition, specific foil stamping techniques that are available in the marketplace will be discussed.

Creating Impact with Refractive Foil Stamping - Jeff Peterson, FSEA

Delve into the specifics of refractive foil stamping and learn how it can provide detail and movement to foil stamped images, as well as discover the different variations of refraction offered, from stock to custom patterns.

Tips to Designing with Foil Stamping & Embossing - Kym Conis, FSEA

Explore various design considerations when working with foil stamping and embossing, and learn how small adjustments in the design, along with communication with the finisher, can save your client time and money.

Foil Stamping and Embossing Engravings - Jeff Peterson, FSEA

Learn about the different types of foil stamping and embossing engravings (dies) available, in what type of applications to use each, and how to prepare artwork.

Designing within a Budget: Foil Stamping & Embossing vs. Printing - Sean Hurley, Madison Cutting Die

Examine detailed cost comparisons of foil stamped and/or embossed jobs vs. printed jobs, and discover how pre-planning and communication can allow you to utilize foil and/or embossing and still stay in budget.



FOIL STAMPING & EMBOSSEING
ASSOCIATION

Pre-registration for *Design with Impact: Learn how to set your designs apart with foil stamping & embossing* is only \$30. Walk-in registration is \$45. To register now, fax this form back with credit card information to FSEA at 785-271-6404 or mail with check, payable to the FSEA, to Foil Stamping and Embossing Association, 2150 SW Westport Dr., Suite 101, Topeka, KS 66614. A confirmation will be sent to you via fax or email.

Name _____ Company _____

Address _____

City _____ State _____

Phone _____ Fax _____ Email _____

A check is enclosed for \$30 Please charge my credit card \$30 (circle one) MC VISA Discover AMEX

Card Number _____ Exp. Date _____

Signature _____

One form per registrant, please.